

MANUFACTURERS RECORD



Dechard A. Hulcy of Lone Star Gas
New President of Chamber of Commerce of the United States—Page 46

METAL STAMPINGS

*Produced Economically
in Small Quantities*

If You Are a Manufacturer of

- Precision and Scientific Instruments
- Automotive Products
- Clock Machines
- Aircraft Stampings
- Vending Machines
- Electrical Devices
- Machine Tools
- Clocks and Watches
- Radios
- Etc.

You Need Our Service for Your Experimental Work

- To get out those first 100 to 50,000 pieces.
- To meet production cost limitations.
- To improve or change existing products.
- To meet competitive market conditions.
- To manufacture devices for markets requiring only limited output.
- And for numerous other requirements arising in your plant.



STAMPINGS FOR NEW DEVELOPMENTS

QUICK DELIVERY AT LOW COST

25 Pieces and up by Our Exclusive Process

Blanking, Piercing, Forming, Tapping, Countersinking, Extruding, Stenciling and
Similar Operations of Any Cold Punchable Material

ACCURATE, DEPENDABLE SERVICE

A SPECIALIZED
SERVICE BY

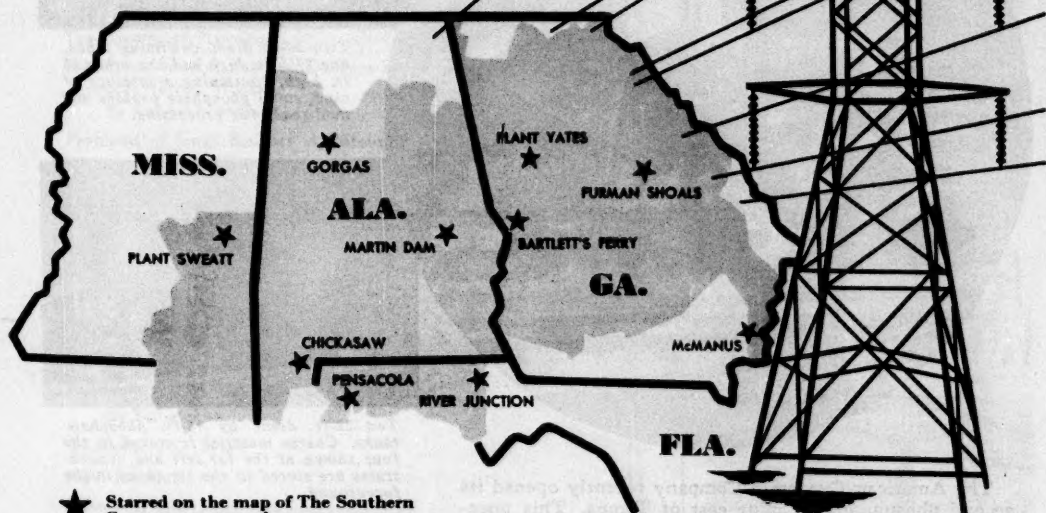


HPL *Manufacturing Company*

15204 MILES AVE., CLEVELAND 28, OHIO

Being Centrally Located to Over Half of America's Industrial Plants, not only is delivery time on all orders reduced to a minimum, but you save on shipping costs.

MORE POWER for THE SOUTH



★ Starred on the map of The Southern Company system above are new generating plants and additions to existing plants now under construction by the four associated power companies.

The striking progress of the South in manufacturing, industry and agriculture is linked with an ample supply of electric power at reasonable rates.

To provide for this increasing demand for electric power, \$218,000,000 will be spent for generating plant additions and related facilities in the 1951-53 period by the four associated

power companies of The Southern Company system.

Additional generating capacity of a million kilowatts will be provided by the new plants now under construction and scheduled for completion within the next three years. Electric power paces progress in the South.

ALABAMA POWER COMPANY
Birmingham, Alabama

GEORGIA POWER COMPANY
Atlanta, Georgia

GULF POWER COMPANY
Pensacola, Florida

MISSISSIPPI POWER COMPANY
Gulfport, Mississippi

The Southern Company
ATLANTA, GEORGIA

14 Horton Tanks Used in Florida Mining Operation



The American Cyanamid Company recently opened its second phosphate rock mine east of Tampa. This open-cut operation, known as the "Sidney" mine, helps supply hundreds of thousands of tons of phosphate rock products annually to agricultural and industrial users throughout the world.

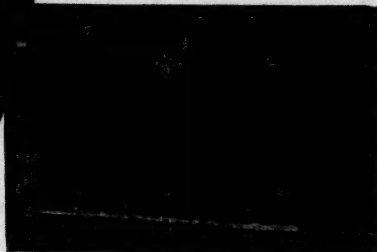
Fourteen Horton welded steel tanks at the mine are used in a process that takes phosphate matrix from nearby deposits . . . breaks it up . . . washes, screens, and deslimes it . . . and then recovers the material for storage and shipment.

Four 50-ft. diam. processing tanks deslime a fine slurry of sand, phosphate pebbles and mud, and hold it for transfer to the flotation plant. Ten 22-ft. diam. hopper bottom tanks are used to store both coarse phosphate pebbles and fine concentrate preparatory to shipping.

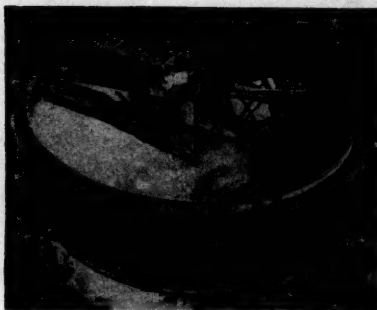
Specialized tank construction offers no obstacles to our design, fabrication and erection departments. Their knowledge enables them to tackle any problem with complete confidence. If you have a tank problem, consult our nearest office.



Two 50-ft. diam. desliming tanks, one 27½ ft. high and the other 25 ft. high, containing a mixture of sand, small phosphate pebbles and mud ready for processing.



Ten 22-ft. diam. by 18-ft. phosphate tanks. Coarse material is stored in the four shown at the far left and concentrates are stored in the six tanks in the foreground.



50-ft. diam. by 15-ft. welded steel processing and feed storage tank. It is one of four such units used to deslime fine slurry and store it until it's fed into the flotation plant.

CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 2145 Hoxley Bldg.
Birmingham 1 1830 North Fifth St.
Boston 10 1020-201 Devonshire St.
Chicago 4 2106 McCormick Bldg.
Cleveland 15 2216 Goldwell Bldg.

Detroit 26 1810 Lafayette Bldg.
Houston 2 2114 National Standard Bldg.
Los Angeles 17 1517 General Petroleum Bldg.
New York 6 3313-145 Broadway Bldg.
Philadelphia 3 1619-1700 Walnut Street Bldg.

Salt Lake City 4 520 West 17th South St.
San Francisco 4 1846-200 Bush St.
Seattle 1 1320 Henry Bldg.
Tulsa 3 1611 Hunt Bldg.
Washington 8, D. C. 1144 Corlitz Bldg.

Plants in BIRMINGHAM, CHICAGO, SALT LAKE CITY, and GREENVILLE, PA.

MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 120

May 1951

Number 5

New and Expanding Plants	9
Little Grains of Sand	16
National Business Round-Up	25
Southern Business Trends	26
The Poverty of Planning	31
Investment Market Features Declines in High Grade Bonds and Preferred Stocks	32
By Robert S. Byfield	
Problems of Small Business in Defense	33
South's Construction Totals for April	34
By S. A. Lauver	
The Southern is Prepared for a Tough Transportation Job	36
Dallas' Decade of Growth	37
Tourist Trade is Big Business	38
By Caldwell R. Walker	
Industrial Expansion	40
Southern Firm Scores Outstanding Growth	42
To Assure Profits, Controls Must Be Studied	44
By Sidney Fish	
Southerners at Work	46
New Products	49
Who's Where	55
Financial Notes	56
Business Notes	58
Index for Buyers	66
Index of Advertisers	68

MANUFACTURERS RECORD PUBLISHING CO.

Publishers of Manufacturers Record, Construction, Daily
Construction Bulletin and Blue Book of Southern Progress.

Frank Gould, President; R. L. Gould, V. Pres. & Treas.; Wm. M. Beury,
Vice President; C. J. O'Donnell, Sec. & Asst. Treas.

Wm. M. Beury, Editor Richard R. Harwood, Jr., Mgn. Editor
Caldwell R. Walker, Editor, Blue Book Samuel A. Lauver, News Editor
Robert S. Byfield, Financial Editor Sidney Fish, Industrial Analyst

PUBLICATION AND BUSINESS OFFICES

109 MARKET PLACE, BALTIMORE 3, MARYLAND

F. O. Schroeder, Southern Business Mgr.—Baltimore Office.

R. S. Kendrick, 1430 Clairmont Rd., Decatur, Ga., Tel. Crescent 4577

J. E. Eierman, Circulation Mgr.

"The Manufacturers Record," published monthly by Manufacturers Record Publishing Co., 109
Market Place, Baltimore 3, Md. Entered as second class matter Baltimore, Md., under the act
of March 3, 1879. Volume 120, No. 5. Single copies 35c. Back Numbers over three months old,
40c. Copyright May, 1951 by Manufacturers Record Publishing Co., all rights reserved.

CUT
DOOR
COSTS

with the
"PLUS"

Features
of
KINNEAR
Rolling
Doors

High Efficiency! Doors
coil overhead, clear the
entire opening.



Extra Space! All floor,
wall, and ceiling space
is always fully usable.

Convenience! Smooth,
easy, upward action
saves time and labor.



Extra Protection. All-
metal curtain repels
fire, theft, and wind.

Extra Durability. Strong
resilient curtain with-
stands more punishment.



In addition to the extra efficiency of coil-
ing upward action, Kinnear Rolling Doors
offer the rugged durability of all-metal
interlocking-slat construction. Also ideal
for use with Kinnear Motor Operators,
controlled by pushbuttons from any num-
ber of convenient points. Built to fit open-
ings of any size, for easy installation in
old or new buildings. Write for complete
details today.

The KINNEAR Manufacturing Co.

Factories: 1400-20 Fields Ave., Columbus 16, Ohio
1742 Yosemite Ave., San Francisco 24, California
Offices and Agents in All Principal Cities

KINNEAR
ROLLING DOORS

Cordially yours,
Hometown, Ala.

Local Friendliness

— a desirable element in a satisfactory industrial location

Reports about raw materials, markets, transportation, available employees and all of the other factors to be reviewed before reaching a decision for a new plant location can't reflect the highly desirable element of Local Friendliness.

Communities in our service area abound with it.

Tell us essentials for a location you might consider when you get ready for a new plant in the South and we'll have our engineers prepare a detailed study of suitable locations in Alabama which can meet your requirements and which also offer that desirable ingredient—Local Friendliness.

Industrial Development Division

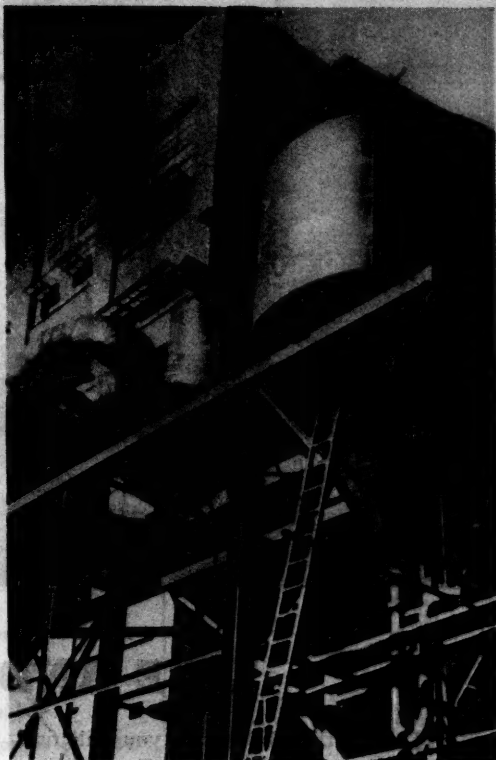
Alabama Power Company

Helping Develop Alabama

Birmingham 2, Alabama



Part of Designing Section, John J. Harte Co.



Evaporator System, Mead Paper Corp., Macon, Georgia

From Original Plans . . . Through Construction!

Whether your project calls for a completely new plant or existing plant expansion, you can have the entire job, from plans to finished operating plant, under one single contract and responsibility. Expansion and modernization problems must be solved quickly and economically! The Harte organization is prepared to handle your demands efficiently and reasonably, from original plans through construction!



Our ONE organization, operating under ONE contract, with ONE responsibility WILL:

- Assist in all process planning
- Prepare all construction drawings
- Provide accurate estimates of cost
- Purchase all materials
- Handle shop and fabrication problems
- Construct the entire job
- Handle initial operations, if desired

Whatever your engineering needs might be, phone, wire, or write us your plans; and a Harte engineer will call on you promptly from either our Atlanta, New York, or Des Moines Office.

JOHN J. HARTE CO.

ENGINEERS • CONSTRUCTORS

Atlanta, Georgia • New York, N. Y. • Des Moines, Iowa



LIVE AND LET LIVE

That is the philosophy you will find among the workers of the South.

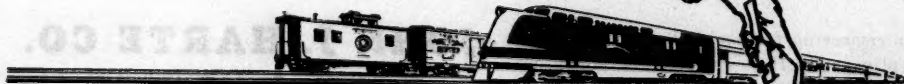
Native born, loyal, intelligent, and quick to learn, these men and women are imbued with the same motives as their employers—the desire to get ahead through their own efforts. These workers are industry's most valuable asset.

Somewhere in the Seaboard Southeast there is a community which will fulfill your ideals as a plant location. An expression of your requirements will bring specific recommendations and full supporting data. Our experienced plant location service is available to you without cost or obligation.

Address: Warren T. White, Assistant Vice President,
Seaboard Air Line Railroad,
Norfolk 10, Va.



SEABOARD
AIR LINE RAILROAD



THROUGH THE HEART OF THE SOUTH

MANUFACTURERS RECORD FOR

NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

ANNISTON—Anniston Foundry has under way an addition to plant, \$250,000.
ANNISTON—Lee Brothers Foundry Co., plant on Highway 78, near Anniston, \$400,000.
ANNISTON—F. F. Phillips & Assocs., Siluria, has acquired plant of Southern Mills Corp.
BIRMINGHAM—Alabama Metal Lath Co., plant and office building addition, \$90,000.
BIRMINGHAM—American Vitritified Products Co., Cleveland, Ohio, plans branch plant, \$400,000.
BIRMINGHAM—B. F. Goodrich Co., 728 S. 21st St., warehouse and office building, 12th St. & Ave. A. South, \$100,000.
BIRMINGHAM—Graybar Electric Co., warehouse, 1st Ave. & 8th St.
BIRMINGHAM—Gulf Refining Co., New Orleans, La., has NPA approval for service station, \$46,698.
BIRMINGHAM—Liberty Motors, body shop building, Ave. F & 25th St.
BIRMINGHAM—Meyer-Blanke Co., warehouse, 8th Alley & 22nd St., N.
BIRMINGHAM—Stockham Valves & Fittings Co., 2 buildings, 11th Ave. & 41st St., North.
COOSA COUNTY—Guy W. Hanna & Assocs., applied to Defense Minerals Administration, Washington, D. C., for multi-million-dollar loan for a \$35,000,000 tin mining and processing plant.
HOLT—Central Foundry Co., alterations and additions to plant buildings, \$100,000.
JASPER—Southern Bell Telephone & Telegraph Co., Atlanta, Ga., dial office building, \$222,728.
MOBILE—Tennessee Coal, Iron & Railroad Co., 1006 Brown-Marx Bldg., Birmingham, started work on an iron ore-handling terminal on site of old Turner Terminal.
BAGLAND—Alphons Custodis Chimney Construction Co., brick manufacturing plant.
BAGLAND—Bagland Brick Co., brick manufacturing plant.

ARKANSAS

FORT SMITH—Arkansas Box Co., expansion program, \$98,000.
GLENWOOD—Indianapolis Glove Co., establishment of a new glove plant; building costing \$80,000 will be erected.
PARIS—Pet Milk Co. has acquired milk processing plant of Avoset Co. of San Francisco, Calif.; receiving station has been expanded to a processing plant.
SEARCY—General Foods Corp., Birdseye Division, establishing a temporary plant.

FLORIDA

CLEWISTON—The United Bagassee Cellulose Corp., plant to make newsprint from sugar cane bagassee on a site adjacent to U. S. Sugar Corp. mill.
CORAL GABLES—Renuart Lumber Yards, Inc., 4400 Ponce de Leon Blvd., alterations and addition to building, 228 Alhambra Circle.
DADE COUNTY—Phillip Fixel manufacturing building, 4000 N.W. 28th St., \$70,000.
MIAMI—Redmore, Inc., c/o Louis Helman, warehouse and office building.
HOLLYWOOD—Allied Construction Co., Inc., 304 Lincoln Rd., Miami Beach, electronics plant, Taft St.
LAKELAND—Atlantic Coast Line Railroad Co., diesel shop facilities.
MULBERRY—International Minerals & Chemical Corp., new phosphate chemical plant near Mulberry.
OVEDO—Nelson & Co., office building, \$36,036.
PENSACOLA—W. P. Jones Motors has NPA approval for auto dealership building, \$70,000.
OCALA—Florida Telephone Corp., telephone exchange building, \$118,000.
TAMPA—Peninsular Telephone Co., plans expenditures of \$6,000,000 for additional outside telephone plant and additional central office equipment for both toll and exchange facilities.
QUINCY—Floridin Co., Inc., rebuilding mill destroyed by fire, \$85,000.

GEORGIA

ATLANTA—Realty Operations, Inc., has NPA approval for wholesale and retail bakery, \$32,600.
ATLANTA—Southern Scientific Co., Inc., has NPA approval for warehouse and office, \$111,500.

CHAMBLEE—J. E. & H. M. Crowell, Cedar Mountain, N. C., has NPA approval for new service station, \$10,750.
COLUMBUS—J. F. Bradfield, Columbus, laundry building.
COLUMBUS—Wells Dairies Cooperative plans modern milk and milk products plant, Brown Ave. and Buena Vista Rd., \$1,500,000.
EAST POINT—Standard Oil Co. of Kentucky, NPA approval for service station, \$30,610.
FULTON COUNTY—George P. Donnellan, Atlanta, laundry building.
JACON—Macon Hosiery Mills, Inc., installation of a complete air-conditioning system.
McRAE—T. J. Smith Wholesale Hardware Co., warehouse and office facilities, \$32,400.
MILLEN—Planters Rural Telephone Cooperative has REA loan of \$649,000 for improving and providing adequate area-wide telephone service in Effingham, Scriven & Burke counties.

KENTUCKY

KENTUCKY—Continental Oil Company purchased National Oil Corp. of Kentucky.
BROWNSVILLE—Elmore Telephone Co. has REA loan of \$420,000 to finance improvement and expansion of rural telephone system to provide adequate service on an area-wide basis.

New and Expanding Plants Reported in April—226

Total For

First Four Months of 1951

791

First Four Months of 1950

752

LIVINGSTON COUNTY—Great Lakes Carbon County has option on 600 acres near Grand Rivers, on Livingston County side of the Dam, and plans to erect a plant soon.
LOUISVILLE—Pillsbury Mill, Inc., Minneapolis, Minn., has acquired Ballard & Ballard.
OWENSBORO—Green River Steel Corp., breaking ground for \$10,000,000 electric-furnace steel plant on a 127-acre tract three miles east of Owensboro on U.S. 60.
PADUCAH—Air Reduction Co., Inc., new plant for production of calcium carbide, at Calvert County, \$10,000,000, to be operated by National Carbide Co.

LOUISIANA

BATON ROUGE—Naugatuck Chemical Co., plant expansion to double production of synthetic rubber, \$2,000,000.
BELLE CHASSE—Red Star Yeast Products Co., Milwaukee, Wisc., yeast plant.
CHALMETTE—Kaiser Aluminum & Chemical Corp., aluminum reduction plant, \$50,000,000.
CHALMETTE—Carl E. Woodward, Inc., two new buildings at Kaiser Aluminum Corp. plant, \$60,000.
JENNINGS—Arthur A. Lower, additions to Jennings Rice Drier, \$80,000.
LAKE CHARLES—Louisiana State Rice Milling Co., rice drier and storage bin.
NEW ORLEANS—American Radiator & Standard Sanitary Corp., 1120 Jefferson Davis Parkway, office and branch building.
NEW ORLEANS—Delta Match Co., 2 International House, match factory to be located at border of Jefferson and St. Charles Parishes on Mississippi River.
NEW ORLEANS—Pan-Am Southern Corporation, expansion program, \$6,500,000.

MARYLAND

BALTIMORE—Martin J. Barry, addition to building, 1700-04 N. Charles St., \$25,000.
BALTIMORE—The Baugh Chemical Co., trestle replacement, Mertens Ave. & Clinton St.
BALTIMORE—John J. Clay and wife, 2409 Chesterfield Ave., has NPA approval for gasoline station, \$20,000.
BALTIMORE COUNTY—Baltimore County Distillery Co., Lansdowne, storage building, Washington Blvd. & Monumental Ave., \$35,000.
BALTIMORE COUNTY—Eastern Gate Mfg. Co., 105 S. Huron St., Baltimore, storage building, Pulaski Highway near City Line.
BALTIMORE—W. Taylor Cook Co., building, 1121-33 N. Appleton St., \$35,000.
BALTIMORE—The Davison Chemical Corp., 101 N. Charles St., manufacturing building, 5500 Chemical Rd., \$30,000.
BALTIMORE—Esso Standard Oil Co. of N. J., Esso Lexington Market Service Center.
BALTIMORE—The Fannie Mayer Estate, parking lot and appurtenances, 126-136 E. Weber St. and 133-135 E. Cross St.
BALTIMORE—General Realty Co., triple deck parking dock, 11-15 E. Franklin St.
BALTIMORE—General Refractories Co., Brooklyn, 20 storage tanks, 3401 Seventh Ave., \$50,000.
BALTIMORE—Gerotor-May Corp., office building, 16-20 W. Oliver St., \$32,500.
BALTIMORE—B. F. Goodrich Co., remodeling building, 1266 E. North Ave.
BALTIMORE—Kieckhefer Container Co., Camden, N. J., manufacturing building, North Point Rd. & Pa. Railroad.
BALTIMORE—Alexander Smith & Sons Carpet Co., Yonkers, N. Y., office, showroom and warehouse, Pulaski Highway.
BALTIMORE—Standard Oil Co. of New Jersey, service station, Beauregard & Walter St.
BALTIMORE—Tas-T-Nut Co., addition, 2501 Baker St., \$35,000.
BALTIMORE—U. S. Industrial Chemicals, Inc., new plant to manufacture allethrin.
CRISFIELD—Charles D. Briddell, Inc., reconstruction of new factory.
FERNDALE—George T. Cromwell has NPA approval for gasoline station, \$22,300.
FREDERICK—Lansdale Tube Co., manufacturing plant.
HOODS MILLS—Killian-Colbert Canning Co., rebuilding plant destroyed by fire.
LEONARDTOWN—Chesapeake & Potomac Telephone Co., Baltimore, telephone building.
LUTHERVILLE—Everett H. Sammis, 109 Greenridge Rd., has NPA approval for repair garage, \$6,674.
PAGEDALE—Production Engineering & Mfg. Co., manufacturing plant and office, 1300 Kingaland, \$250,000.
SALISBURY—Martin & Schwartz, addition to plant.
SALISBURY—H. D. Metal Co., warehouse, \$3,200.

MISSISSIPPI

CLARKSDALE—City sold \$220,000 bond issue to M. A. Saunders & Co., Inc., of Memphis, Tenn., and the Deposit Guaranty Trust Co., Jackson, a joint account; included a \$75,000 bond issue for erection of Gotcher plant and a \$145,000 bond issue for a plant for Strutwear, Inc.
CORINTH—City approved issuance of \$60,000 bond issue to finance construction of an addition to city-owned hosiery mill plant.
FOREST—City, proposed new Cudaby Poultry dressing plant.
FULTON—Blue Bell Garment Co., garment plant.
JACKSON—N. P. Kearn has NPA approval for service station, \$18,750.
MAGNOLIA—Magnolia Textiles, Inc., plans one-story addition, \$65,000.
MERIDIAN—X-L Wood Products Co., Inc., new manufacturing plant, 22nd Ave. South.
MOSS POINT—Thiokol Corp., new plant for manufacture of some of the basic chemicals used in manufacturing thiokol products.
NATCHES—International Paper Co., plans for doubling capacity of dissolving pulp mill.
NEW ALBANY—Irwin Mfg. Co., one-story addition to garment manufacturing plant.
NEWTON—City approved issuance of \$50,000 bond issue for expansion of I. C. Isaac branch factory.
WEST POINT—Board of Mayor & Selectmen of City, addition to building leased by Knickerbocker Mfg. Co.

(Continued on page 10)

NEW AND EXPANDING PLANTS

(Continued from page 9)

MISSOURI

KANSAS CITY—Ford Motor Co., 3000 Schaeffer Rd., Dearborn, Mich., factory branch on a new industrial district of the Wabash Railroad.

OVERLAND—Robershaw Fulton Controls Co., 2917 Clark Ave., plans manufacturing plant, Southeast corner Woodson Rd. & Page Blvd.

ST. LOUIS—Anheuser-Busch, Inc., locker room, 1009 Arsenal St., \$30,000.

ST. LOUIS—Anheuser-Busch, Inc., 721 Pestalozzi, mill alterations, 1013 Pestalozzi, \$40,000.

ST. LOUIS—Dennis Chemical Co., 2701 Papin St., warehouse addition, \$40,000.

ST. LOUIS—Eagle Stamp Co., 322 N. 12th St., office building alterations, \$50,000.

ST. LOUIS—Fisher Scientific Co., 2109 Locust St., sales and storage building alterations, 2850 S. Jefferson Ave.

ST. LOUIS—The Medart Co., 3500 DeKalb, machine shop, etc., 146 Potomac, \$120,000.

ST. LOUIS—National Cover & Mfg. Co., 6727 S. Broadway, factory addition, 125 Krauss St., \$40,000.

ST. LOUIS—Sloan Co., 5119 Delmar Blvd., distributing building alterations.

ST. LOUIS—Southwestern Bell Telephone Co., addition and alterations to Parkview Dial office, 6214 Delmar Blvd.

SIKESTON—E. P. Coleman has assembled a 40-acre tract for industrial development; adjacent to Missouri Pacific Railroad and U.S. Highway No. 60.

WELDON SPRINGS—U. S. Atomic Energy Commission, Washington, D. C., selected California Research & Development Co., San Francisco, Calif., as architect-engineer-management contractor for new developmental facility to be built on site of Weldon Springs Ordnance Works.

NORTH CAROLINA

ACME—Riegel Carolina Corp., wholly owned subsidiary of Riegel Paper Corp., New York, N. Y., 200-ton bleached sulphate pulp mill.

BURLINGTON—Celanese Lanese Corp., division of Celanese Corporation of America, announced all designing, planning, and de-

tails for construction of an additional building.

CARTHAGE—Greensboro Mfg. Co., Greensboro, establishment of new office.

CHARLOTTE—Shaw Mfg. Co., expansion program; will remodel existing building and will construct two wings.

DOBSON—Surry Telephone Membership Corp. has REA loan of \$656,000 to build telephone system to provide area-wide telephone service in Surry and Stokes Counties.

LEANSVILLE—Fieldcrest Mills announced plans to move rayon mill into former woolen mill building.

ROCKY MOUNT—Liggett & Myers Tobacco Co., warehouse.

SANFORD—Burlington Mills, Inc., plant on a 113-acre site near Sanford; will be a weaving unit which will use rayon, acetate, orlon, dynel, decrom and other synthetics.

SEVIER—American Thread Co., cotton yarn finishing plant.

OKLAHOMA

CHOUTEAU—The Midwest Carbide Co., planning to build a carbide manufacturing plant in the former Oklahoma Ordnance Works area near Chouteau.

LAWTON—Radio Station KSWO, television station.

PAWHUSKA—Kaynee Co. plans expansion of factory to include an additional building, adjacent to its present plant.

SOUTH CAROLINA

GREENVILLE—F. W. Poe Mfg. Co., warehouse, \$95,270.

MARION—Fee Dee Oil Co., Inc., has NPA approval for service station, \$9,400.

ROCK HILL—Celanese Corp. of America, plans for a new building for the production of acetate staple fiber and additions to existing buildings, \$20,000,000.

SUMTER—Santee Print Works, constructing plant.

TENNESSEE

CARTHAGE—Carthage Industries, Inc., will construct factory to be leased to W. E. Stephens Mfg. Co., Nashville, \$43,000.

CHATTANOOGA—Century Co. has NPA approval for alterations to sales agencies and garages, \$34,500.

CHATTANOOGA—Colonial Baking Co., additions to present plant, E. Third St.

CHATTANOOGA—Esso Standard Oil Co. has NPA approval for gasoline service center, \$40,125.

CHATTANOOGA—The Wheland Co., 2800 Broad, gun plant, \$14,000,000.

DYERSBURG—Food Sales Co., Chicago, Ill., leased canning freezing plant owned by C. C. Calcutt.

JOHNSON CITY—Texas Co., New Orleans, has NPA approval for service station, \$30,300.

KINGSFORD—Kingsport Press, Inc., considering possible construction of a 15,000 sq. ft. ground area two-story building to tie in with new warehouse.

KNOXVILLE—Electro Manganese Corp., chemical plant, \$1,000,000.

MEMPHIS—Bass Construction Co. has NPA approval for gas station, \$25,200.

MEMPHIS—Continental Baking Co., alterations and repairs to bakery.

MEMPHIS—Ford Motor Co., 401 Peabody Hotel, parts depot and office building.

MEMPHIS—Luther Matthews, garage building.

NASHVILLE—Cumberland Storage & Warehouse Co. has acquired site between Cumberland River and Tenn. Central Railroad; may construct warehouse.

SILVERDALE—Hunt, Caton & Assocs., Chattanooga, Archls., have plans out for bids soon for freezing plant building.

SMITHVILLE—E. Robinson & W. H. Briggs, Jr., NPA approval for service station, \$5,500.

WAVERLY—Waverly Milling Co. plans expenditure of \$100,000 in rebuilding its mill.

TEXAS

TEXAS—Sinclair Refining Co. plans plant for production of normal butylenes, at Houston, \$27,000,000.

AMARILLO—Panhandle Trailways Bus Co., one and two-story shop and office building, 4th & Monroe Sts., \$60,000.

AMARILLO—Procter & Gamble Co. will operate a \$22,000,000 installation at Pantex Ordnance Plant for the Atomic Energy Commission.

AMARILLO—U. S. Atomic Energy Commission, administration building, transportation.

(Continued on page 12)

STEEL BUILDINGS Offer You

Construct-
Salvag-
Avail-
Port-
Dur-

ABILITY



Can be furnished insulated or with asbestos covered roof.

To Expand — Replace — Enlarge Your plant and business facilities

Ideal for practically every purpose, ALLIED STEEL BUILDINGS are especially constructed to your individual needs. Low cost, because they are constructed of standard sections. As your operations expand, so can your ALLIED STEEL BUILDINGS, for they can be added to easily and economically. Maintenance is negligible; service is supreme. Write for Allied's Catalog Today.



ALLIED STEEL PRODUCTS CORP.

2100 N. LEWIS

TULSA, OKLAHOMA

Going Great Guns—

TO MAKE AMERICA STRONG!



It looks like a new secret weapon—and it's every bit as vital to American defense! Actually, it's a high-speed coal drill—just one of many hard-hitting, modern machines that make it possible for the American coal miner to outproduce any other miner in the world—3 to 1!

This year—in addition to peacetime demands—millions of tons of coal are urgently needed to power the making of ships and tanks and planes. Will there be enough coal for every need? Here's why America's privately managed coal companies can—and do—say YES!

Today, 97% of all coal is mechanically cut and 70% is mechanically loaded. The modern American miner is a skilled machine operator whose output has risen more than 20% since 1939. *This efficiency gain is one of the largest made by any American industry.*

At the modern mine, great preparation plants turn out far better coal. When this better coal is used under

the more efficient present-day boilers, it generates *three times as much energy per ton. Today, the coal sent to the nation's defense plants works harder for defense!*

New mines—1,000 of them in the last five years—are replacing “mined out” or unproductive properties. *These new mines alone can produce more coal than all the coal mines of Communist Russia!*

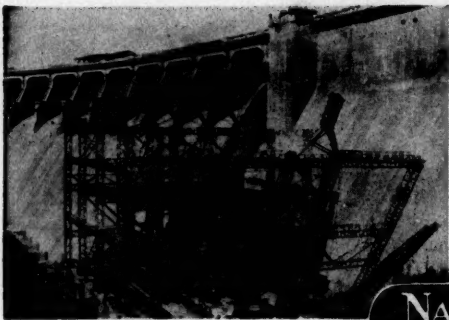
Progressive private management, spurred by the powerful stimulus of free competition, has brought America's coal industry to a higher per-man output than ever before. America will have all the coal it needs to become strong—and stay strong!

BITUMINOUS COAL INSTITUTE

A DEPARTMENT OF NATIONAL COAL ASSOCIATION
WASHINGTON, D. C.

FOR NATIONAL DEFENSE  FOR PEACETIME PROGRESS

YOU CAN COUNT ON COAL!



THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and South West. Our skill in the fabrication and erection of intricate steel structures is well known. We are particularly qualified to supply the power distributing industries with transmission towers and switchyard structures. We also fabricate and erect all types of bridges. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for movable steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY

NASHVILLE, TENN. — BESSEMER, ALA.

(Continued from page 10)

tation shops, new ramps, and modifications to existing ramps, Pantex plant, \$1,408,000.

AUSTIN—Scumacner Co., 400 San Antonio St., warehouse, Balm Rd., \$193,980.

BAYTOWN—Humble Oil & Refining Co., Humble Bldg., addition to office building.

BROWNSVILLE—Valley Transit Co., bus station.

CARBOLTON—Vandergriff Motors, automotive building.

DALLAS—Dunlap-Swain Co., has NPA approval for wholesale tire building.

DALLAS—Grinnell Co., Inc., warehouse and office building.

DALLAS—Lock, Crow & Smith has NPA approval for four-story garage, \$211,000.

DALLAS—Oklahoma Contracting Corp., one-story office building, \$62,603.

DALLAS—Texas Envelope Co., 1621 Wall St., one-story warehouse, 2512 Hawes Ave., \$103,000.

DAWSON—Dawson Cooperative Gin Co., one-story administration building.

EAST BERNARD—Union Motor Co., garage, Highway 58, \$86,933.

FORT WORTH—Armour & Co., Chicago, Ill., blood processing plant for the Army, \$850,000.

FORT WORTH—Bell Aircraft Corp. plans for transferring helicopter manufacturing operations from Buffalo, N. Y., planned to build a \$3,000,000 plant.

FORT WORTH—Carpenter Paper Co., 315 E. Lancaster, warehouse, 1701 Windsor Place, \$275,000.

FORT WORTH—Consolidated Vultee Aircraft Corp., plant addition, \$46,944.

FORT WORTH—Englander Bag & Burlap Co., one-story warehouse, 2727 Cuben & Foch Sts.

FORT WORTH—R. E. Grur, 3205 Lamesa Pl., will construct one-story business building, 2715 W. Berry St., \$40,000.

FORT WORTH—Lucerene Milk Co., Division of Safeway Stores, Inc., plant, \$198,900.

FORT WORTH—St. Louis Waste Material Co., has NPA approval for warehouse, \$100,681.

FORT WORTH—Southwestern Bell Telephone Co., telephone building.

FORT WORTH—Steel Engineering Co., 1700 W. Pofford St., one-story office building.

GARLAND—Missouri-Kansas-Texas Railroad has acquired a 108-acre tract for proposed yard development, near Garland.

HERMLEIGH—Southwestern Bell Telephone Co., Dallas, addition to present building.

HOUSTON—Adolphus Rice Mills, Inc., 4600 Clinton Drive, plans rice bran oil extraction plant, \$50,000.

HOUSTON—Allright, Inc., 500 Fannin St., one-story parking building, 300 block Fannin St., \$200,000.

HOUSTON—Bering Mfg. Co., Western Union Bldg., millwork building, \$276,446.

HOUSTON—Burkett Motors, Inc., 1121 McKinney Ave., two-story service building, Pease St.

HOUSTON—Cameron Iron Works, two all-steel shop buildings, Silber Rd. at Katy Rd., \$170,000.

HOUSTON—Phillip Carey Mfg. Co., Cincinnati, Ohio, has acquired Asbestos Co. of Texas.

HOUSTON—Childers Mfg. Co., 625 Yale St., plant buildings, 11th St. & Hempstead Highway, \$191,000.

HOUSTON—Cecil Ferguson, Bonham & Boyles Sts., one-story addition to poultry plant.

HOUSTON—Goodyear Synthetic Rubber Co., LaPorte Rd., plant alterations.

HOUSTON—Gulf Atlantic Warehouse Co., Cotton Exchange Bldg., remodeling of basement into cafeteria and construction of office building.

HOUSTON—Hollis & Co., one-story warehouse, 1801 Commerce St.

HOUSTON—Johnson Oil Field Service Corp., 5702 Navigation Blvd., one-story plant and office building, 10,000 block S. Main St.

HOUSTON—Kagan & Rudy Produce Co., 821 Commerce St., office building, \$75,000.

HOUSTON—Port City Compress Co., 8300 Buchanan St., warehouse, \$85,000.

HOUSTON—Rheem Mfg. Co., 1025 Lockwood Ave., plant addition, \$61,840.

HOUSTON—A. J. Schill Co., 1800 Oliver St., modern steel plant, W. 11th & Maxey St.

HOUSTON—Starr Electric Supply Co., 706 Crawford, addition, \$35,000.

HOUSTON—The Texas Co., Texas Company Bldg., one-story service station, Memorial Drive.

HOUSTON—Valley Steel Products Co., 431 W. 26th St., plant buildings, Hempstead Rd., Long Point Rd.

LUBBOCK—Plains Co-operative Oil Mill Co., 2901 Ave. A, storage building, \$40,000.

LUBBOCK—U. S. Atomic Energy Commission, new construction and remodeling, Pantex Ordnance Plant.

MIDLAND—Earl A. Johnson, 110 N. West Front Ave., building, \$78,000.

MINEOLA—E. L. & N. W. Fulcher have NPA approval for service building, \$64,500.

NEDERLAND-PORT NECHES—Southwestern Bell Telephone Co., addition to dial building.

PAMPA—Celanese Corporation of America, 180 Madison Ave., New York, N. Y., chemical plant.

POST—Southwestern Bell Telephone Co., Dallas, addition to telephone building.

SAN ANGELO—Findlater Hardware Co., 203 W. Washington Dr., one-story warehouse.

SAN ANTONIO—American Iron & Metal Co., storage house and apartments, West Houston St., \$121,340.

SAN ANTONIO—American Waste Paper Co., 229 E. Cavallos St., warehouse, 247 E. Cavallos St., NPA approval.

SAN ANTONIO—Coca-Cola Bottling Co., 123 LaHite St., prefabricated building, which will be installed by Star Mfg. Co., 3012 S. Stiles St., to be used as a truck service building.

SAN ANTONIO—Southwest Wheel & Equipment Co., 606 N. Alamo St., one-story warehouse.

SULPHUR SPRINGS—Southwestern Associated Telephone Co., Dallas, new exchange building.

WACO—Southwestern Bell Telephone Co., Dallas, addition to telephone building.

WICHITA FALLS—Elle Lam, motor building, Scott St., \$70,000.

WICHITA FALLS—Steed Motor Co., one-story business building, 12th & Indiana, \$45,000.

VIRGINIA

BLACKSBURG—P. D. Oakley has NPA approval for garage storage for ambulance hearse, truck, etc., \$9,125.

FAIRMONT—J. J. Newberry Co. has NPA approval for alterations, \$60,000.

FREDERICKSBURG—Southern States has NPA approval for feed mill storage warehouse, \$78,000.

HALIFAX—Halifax Worsted Mills plans for enlarging plant; new unit will process scoured wool into wool top.

(Continued on page 62)

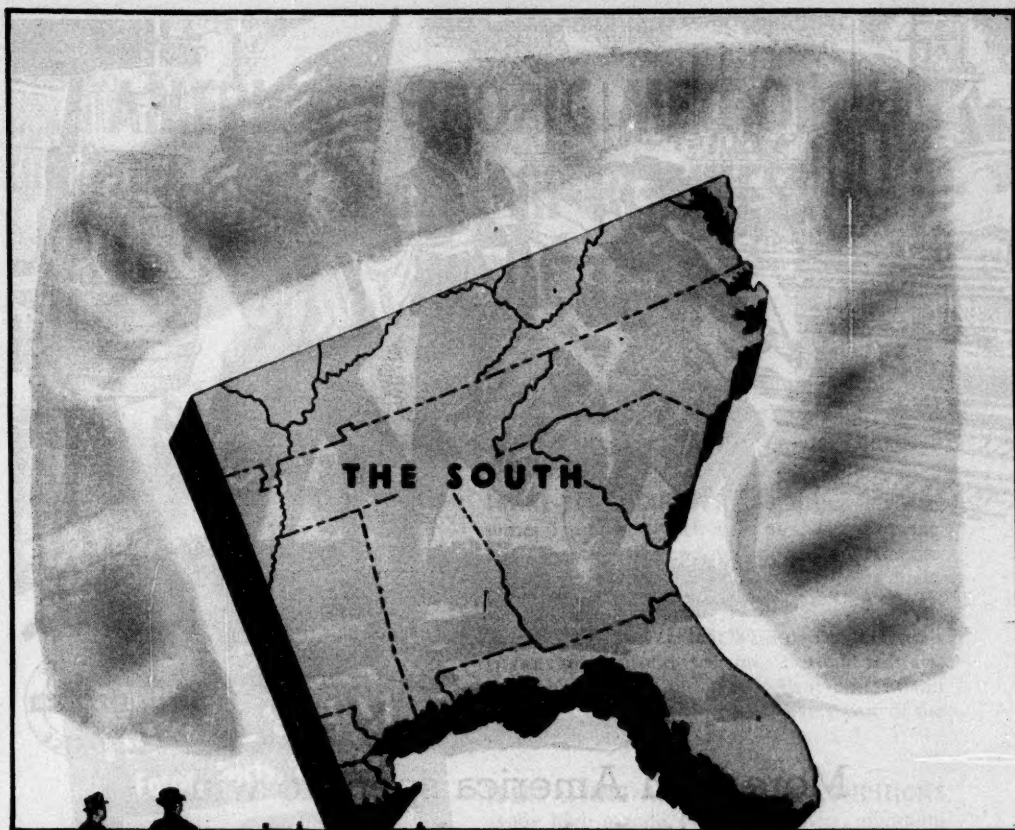
TRINITY INDUSTRIAL DISTRICT



"Under the Skyline of Dallas"

Shown at the left is the new Trinity Industrial District home of Taylor's, Inc. and L. M. Taylor and Company. This is typical of the many fine buildings now being built in the Southwest's leading industrial area. For information on the District consult your real estate broker or...

INDUSTRIAL PROPERTIES CORP., 401 Republic Bank Bldg., Dallas, Texas, Phone Riverside 6552.



Brightest spot on the Horizon!

DESPITE the troubled times, there is one spot on the horizon that has never looked brighter. But to see it you have to "Look South"!...

Look South... and see 142 new industrial plants located along the lines of the Southern Railway System last year alone.

Look South... and see 107 additions made last year to existing plants served by the

Southern Railway... and 53 new, large distribution warehouses.

Look South... and see a modern industrial "wonderland"... alive with ceaseless activity today... and radiant with the promise of still brighter horizons ahead!

"Look Ahead—Look South!"

Ernest E. Horn

President



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



More than America spent to win its Independence

THE Revolutionary War lasted 8 years and its direct cost was \$74,555,642.

This sum is considerably less than the amount Youngstown is spending on expansion--its share of the steel industry's program to help preserve America's 175-year-old freedom from Communistic attack.

Work on a \$90,000,000 construction project at the Indiana Harbor Works, East Chicago, Indiana, is under way. It includes a 1500-ton blast furnace, 75 new coke ovens and 8-250 ton open hearth furnaces, heating furnaces, a high-lift blooming mill, with 6-3 hole recuperative soaking pits, ore dock extension, unloaders and ore bridge, and a vast array of other facilities needed to produce the addi-

tional 1,000,000 ingot tons of steel involved. By the end of 1952, the steel industry expansion program will raise the total steel producing capacity of the United States to over 117-million ingot tons. This is more steel than is made in all the rest of the world combined.

This tremendous investment by the shareholders of private industry is possible only with adequate profit--profit earned in the past and to be earned in the future. This is a symbol of public confidence--confidence that the American system of free enterprise is right and worth saving. Confidence that it will continue to be our way of life through the years ahead.



The Youngstown Sheet and Tube Company

General Offices--Youngstown 1, Ohio
Export Offices--500 Fifth Avenue, New York

MANUFACTURERS OF CARBON ALLOY AND YOLOY STEELS

The steel industry is using all its resources to produce more steel, but it needs your help now. Turn in your scrap, through your regular sources, at the earliest possible moment.

AMERICA'S TROPIC METROPOLIS is going places in BUSINESS and INDUSTRY...



Fastest growing major U.S. city...a young, progressive metropolis with a unique "business climate" that's as warm and inviting as its famed natural climate...

TRIPLE-PLAY MARKETS. The Miami area consumes 5 times as much as it produces. Growing Southeastern states and next-door Latin America complete a triple market of boundless potentials.

HIGH-SPEED DELIVERIES. With one of America's largest air transport systems, 2 trunk railways, through highways and an excellent port, Miami speeds its products in hours to every part of the Western hemisphere.

IDEAL LIVING AND WORKING CONDITIONS assure high morale, high productivity, minimum time loss. Mild climate effects operating economies.

FRIENDLY "BUSINESS CLIMATE" nurtured by business men in government. No state bonded debt or income tax. No ad valorem or duplicating inheritance taxes.

Thousands of large and small businessmen are finding golden opportunities in Miami's sunshine. Sound inviting? Write for Miami's new Industrial Brochure. Address

Room 304W, City Hall, Miami, Florida.



Come along with

MIAMI

LITTLE GRAINS OF SAND

"Little drops of water, little grains of sand,

Make the mighty ocean, and the pleasant land."

Return to Sanity. In the past month there has been a change in the business picture. The scare buying of last summer and of late last year and early this year appears to be coming to an end. Some goods that were extremely hard to buy for delivery months away can be had for delivery tomorrow. What has happened, is that since the Korean war started we have gone through two intense buying periods, the first last July and August and the second late last year and early this year. Fear of shortages and higher prices inspired the scare buying. But almost everyone overdid it, from consumer right through to manufacturer. Bankers, by easy lending policies for inventory purposes, helped to accentuate a bad situation, as did easy money for the purchase of durable consumer goods. The government didn't help by preaching scarcities and talking about super-big spending. By its public pronouncements and forecasts it added fuel to the inflationary flame, if it did not actually start the conflagration.

Which? Is it true, as business managed power companies assert, that the super co-op would not electrify farms, but would merely deliver tax-free current to farms which already have electricity? Is it true that the super co-op lines duplicate existing and adequate lines of free enterprise power companies?

If the answer to this question is in the affirmative then there can be no social justification for such co-ops. If the answer is in the negative then such co-ops and the government power they distribute play a real role in improving living conditions in areas they serve even though they are, by their very nature, socialistic. If, for example, the super co-op and Santee-Cooper plan to bring electricity to farms which cannot now obtain electricity, the super co-op and Santee-Cooper are at least performing something constructive and something for which there is plenty of precedent. If they are using REA money not to electrify farms, but to take customers away from taxpaying, free enterprise companies, they are engaged in the socialistic scheme of using tax-free electricity to drive taxpaying electricity out of business.

"Stop, Look and Listen!" Printed words do not arouse the mass of private citizens. Bureaucrats in the privacy of their plush offices laugh at the thoughtful editorials written by earnest men. Years ago it was the habit of politicians to resent them. But they have learned that munness and secrecy are the better defense. Their assumption that the public that reads serious matter is small and that the greater numbers of the people, though stripped of large proportions of their wages, are sufficiently entertained if not instructed by the "funnies" is on the whole accurate and correct. Were a few men of force and character, capable of speaking with words and slogans that dared and defied contradiction, to take to the air over television and radio there would be an awakening of the ruling and self-enriching politicians that would cause them to jump out of their skins. General MacArthur has proved this.

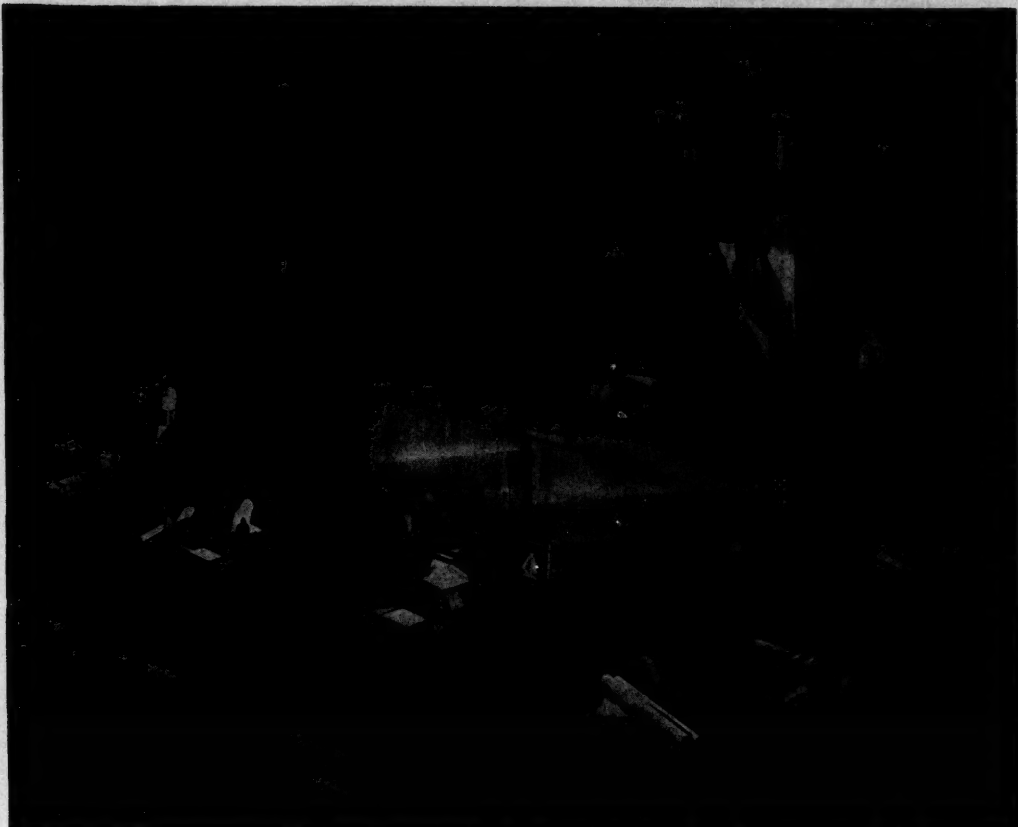
A Progressive Industry. The Bureau of Mines has just revealed that the bituminous coal industry established a new all-time high standard for productivity during 1950. In a study of the industry's production records for last year, the Bureau finds that the American coal miner produced nearly seven tons of coal per man day. The exact figure was 6-95/100 tons per man day. This new high figure of American productivity is eight per cent better than it was in 1949. Obviously such feats of production as seven tons

The lack of food in Britain should
give us food for thought.

of coal a day could not be achieved by hand labor, nor could hand labor account for the year-to-year increases in U. S. coal production efficiency. The answer is the program of industry-wide mechanization in which progressive m'ne management has invested hundreds of millions of dollars. It reflects, also, constant improvement in the machines used, and in the techniques of mass production.

Not Wanted. Even the New York State Chamber of Commerce in a recent report on the St. Lawrence Seaway and Power Project condemns it as "unsound" (Continued on page 18)

when you shop in this showcase of talent...



... you can 'shop' under one roof for all the specialized help you need without adding permanently to your payroll. EBASCO engineers, constructors and business consultants can help you solve your business problems efficiently and economically.

Over the past half century, EBASCO specialists have accumulated world-wide experience that will prove immediately effective when applied to your own problems. Here are a few industries that have 'shopped' for help at EBASCO: Pulp and Paper; Chemical; Food Processing; Glass;

Manufacturing; Rubber and Textile; Electric & Gas Utilities. For these and many other industries EBASCO has designed and built new plants and executed expansion plans, helped develop industrial relations programs, financing plans, and sales and public relations procedures.

EBASCO is organized to do part or all of a job for either large companies or small. To see exactly how EBASCO can serve you best, write for your copy of "The Inside Story of Outside Help". Write to: Ebasco Services Incorporated, Dept. H, Two Rector Street, New York 6, N. Y.

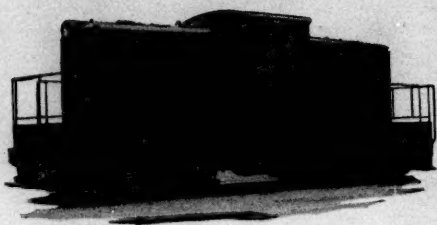


Appraisal
Budget
Business Studies
Consulting Engineering
Design & Construction
Financial
Industrial Relations
Inspection & Expediting
Insurance & Pensions
Office Modernization
Purchasing
Rates & Pricing
Research
Sales & Marketing
Systems & Methods
Taxes
Traffic

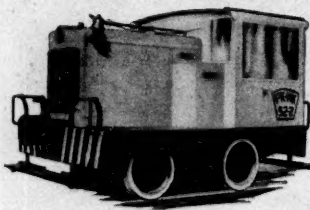
EBASCO TEAMWORK GETS THINGS DONE ANYWHERE IN THE WORLD **EBASCO SERVICES**
INCORPORATED

NEW YORK • CHICAGO • WASHINGTON, D. C.

Because RAIL HAULAGE COSTS are CONTROLLABLE

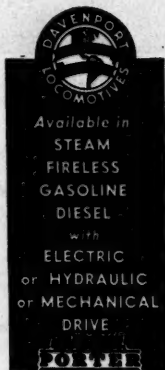


we SUGGEST to YOU



"FITTED
POWER"
by
DAVENPORT

No two industrial haulage operations are identical. For that reason it is wise to choose a locomotive designed for the particular job on which it is intended to perform. Grades, curves and condition of track; size, number and condition of cars; length and frequency of hauls—these and other factors should be considered in the selection of the rail power unit which will deliver the BEST RESULTS—lowest costs per ton mile.



Available in
STEAM
FIRELESS
GASOLINE
DIESEL
WITH
ELECTRIC
or HYDRAULIC
or MECHANICAL
DRIVE

DAVENPORT
LOCOMOTIVES

DAVENPORT IOWA

WRITE
US
TODAY

May We ANALYZE and RECOMMEND?

It will be a pleasure to receive a description of your haulage conditions and work to be done. Our engineers will study your problem and recommend the size and type of locomotive that will assure maximum work at minimum expense. Such recommendation will not obligate you in the least.

**Complete Information
on Request**

DAVENPORT LOCOMOTIVE Division
DAVENPORT DIESEL CORPORATION DAVENPORT IOWA, U.S.A.

LITTLE GRAINS OF SAND

(Continued from page 16)

and commercially unwise." It must be remembered that New York's citizens are supposed to gain more from this project than are those of any other state.

In this report, the State Chamber says that on the basis of available evidence, there can be no justification for the St. Lawrence Seaway and Power Project, either as an economic necessity or as a National Defense measure. And on those grounds, therefore, the project must be opposed as being economically unsound and commercially unwise. It is the view of the Chamber, that the St. Lawrence Seaway and Power Project should not be approved by the Congress.

A Penny Saved—The only way for the taxpayer to keep his public officials alert is to remain alert himself. True, it is difficult to grasp the relative meaning of tax collections or budget reductions made by the federal or state government as compared with those made by our local city, county or school district. But a dollar saved at any level of government is important to every taxpayer. A \$300 million reduction in the federal budget is just \$2 for each person in the United States. For example a saving of \$6,866,000 by the State of Georgia, with its 3,433,000 people, would be exactly equal to that \$2 saving. In a community such as Atlanta, with its population of 327,000, a \$654,000 saving would match that \$2 saving. This is the amount that would have to be snipped off municipal expenditures if such a saving were to be effected. Savings in government costs are attainable at every level of government.

The Fifth Freedom. The danger of any paternalistic government program is that it tends to give a man security at a low level and takes away his incentive to move to higher levels. Contentment with, or resignation to, one's lot is a pleasant state but it is the greatest enemy to progress. Nicholas Murray Butler, in discussing Mr. Roosevelt's so-called four freedoms, said that there was a fifth freedom and that it was more important than all the rest. He called this fifth freedom the freedom of opportunity, which guaranteed to every man the right to the product of his efforts, the right to hold and the right to accumulate. The present theory gives a man a claim upon what he has not earned—a claim upon what others have earned. Not having striven for it, he places little value upon it. Since more is coming, he does not save and accumulate. Being placed beyond the necessity for striving, he fails to gain strength and stature and becomes less courageous and less self-reliant than his forebears. Democratic institutions cannot be sustained by a weak and unambitious citizenry.

No Substitute for Gold. For 18 years, our currency has been redeemable in our statutory monetary unit for central banks and governments; but all other holders of non-gold dollars have been denied this privilege. There is no valid defense for this procedure. It

(Continued on page 21)



COMMON CARRIER FOR THE OIL INDUSTRY

PLANTATION PIPE LINE COMPANY, placed in operation in January, 1942, as a common carrier of refined petroleum products in the Southeastern states, did a tremendous job during World War II supplying the Armed Forces and civilian population with petroleum products. It is now engaged in constructing an additional pipe line parallel to its 812 miles of main line from Baton Rouge, Louisiana, to Greensboro, N. C.

Principal cities served by the pipe line are Birmingham and Montgomery, Alabama; Atlanta, Athens, Columbus and Macon, Georgia; Chattanooga and Knoxville, Tennessee; Spartanburg, S. C., and Charlotte and Greensboro, N. C. The system has a total length of 1,261 miles, with 18 delivery terminals.

Products such as gasoline, kerosene, tractor fuel and diesel oil are introduced into the pipe line at Baton Rouge in batches or slugs of not less than 25,000

barrels each. At times 80 batches of different products are in the main line at one time. Pressures ranging up to 975 pounds per square inch and the maintenance of turbulent flow hold to a minimum the tendency of various types of products to mingle together. A total of 30 products of 11 different companies is moved through the line.

The 81 pumping stations on the pipe line move approximately 1,600,000 gallons of petroleum products per day. With an average electrical consumption of 20,000,000 KWES per month by its pumping stations, Plantation is one of the largest purchasers of electrical power in the Southeast.

The Company's expansion program to be completed in 1951 will give Plantation a capacity to deliver over 200,000 barrels per day by 1950, making it one of the major carriers of petroleum products in the United States.

This is another advertisement in the series published for more than 15 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.

NASHVILLE
BIRMINGHAM
MEMPHIS
KNOXVILLE
CHATTANOOGA
SPARTANBURG
GREENSBORO
NEW ORLEANS

EQUITABLE

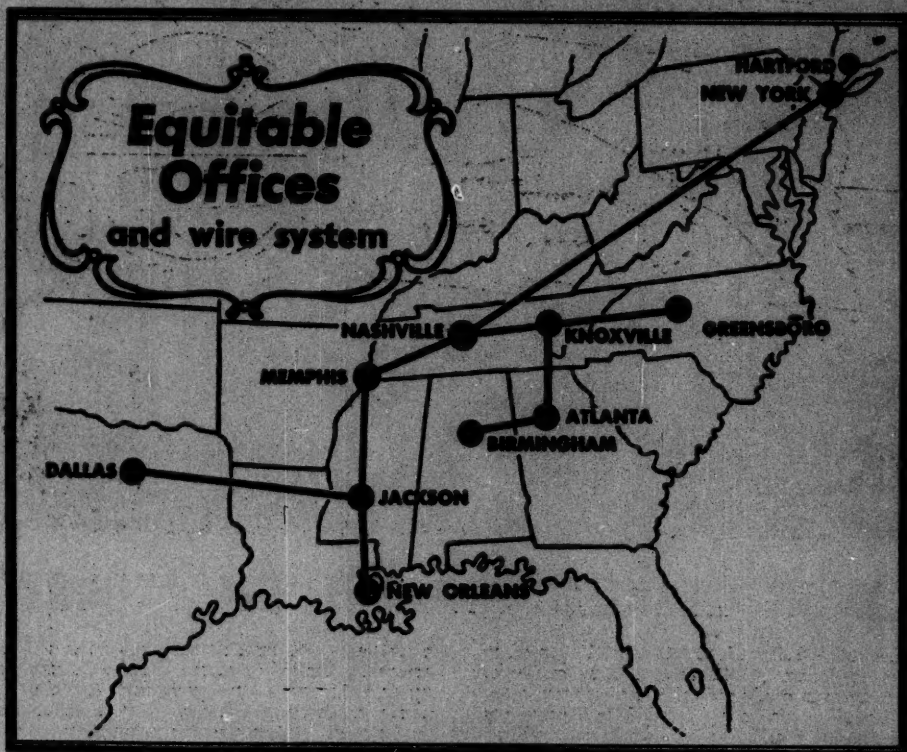
Securities Corporation

NEW YORK
HARTFORD
ATLANTA
GREENSBORO
AND
JACKSON, MISS.

BROWLIE O. CUNNEY, President

215 UNION STREET, NASHVILLE, 3

TWO WALL STREET, NEW YORK 5



PRIVATE WIRE SYSTEM SERVING SOUTHERN MARKETS

Equitable's 2400-mile direct wire system gives instant communication throughout the Southeast and Southwest. Immediate quotations and executions are available to all Equitable customers.

NASHVILLE
DALLAS
KNOXVILLE
BIRMINGHAM
NEW ORLEANS
MEMPHIS

EQUITABLE

Securities Corporation

NEW YORK
HARTFORD
ATLANTA
GREENSBORO
AND
JACKSON, MISS

BROWNLEE O. CURREY, *President*

322 UNION STREET, NASHVILLE 3

TWO WALL STREET, NEW YORK 5

LITTLE GRAINS OF SAND

(Continued from page 18)

has arisen, fundamentally, from the fact that our government has wished to take possession of the people's public purse and to free itself of control by the people as to how the people's money shall be used. This financial dictatorship by our government holds our people in its grip. Government lending and give-away institutions encroach upon and replace private enterprise. Our government has absolute control of our people's purse; and our people are helpless. When a government takes such power to itself and becomes the people's boss, the people and their nation can be ruined; and they usually are.

Flattering. The following is a copy of a complete letter recently received: Your March issue represents one of the best efforts to encourage economy in government that I have seen. Certainly the quality of writing and the cogency of your arguments ought to influence many of your readers to become more concerned with the spend and spend policies of government.

Your attention to the public power question also was well timed—and significant. This seems to be a field day for those who want to push public power. Apparently the defense program is being used as a cloak to push some of the President's (and others) pet schemes without full realization of their tremendous cost, and therefore burden on taxpayers.

If we are going to have a war it will be the productiveness and indomitable industry of both management and labor under a free enterprise system that will beat any other kind of politico-economic form of government. If we water down our present dynamic system with various billion-dollar schemes as the administration is advancing we can be sure we will have a weaker economic system with which to defend our honor and our aspirations.

The Santee-Cooper project which would duplicate transmission facilities of the South Carolina Electric & Gas and Carolina Power & Light will hang an unnecessary millstone about the necks of taxpayers already bearing a heavy load. Other government projects that duplicate facilities of investor-owned electric companies already are in operation or are planned. Each is decided by a bureaucrat; none has been built as a result of a vote of the people.

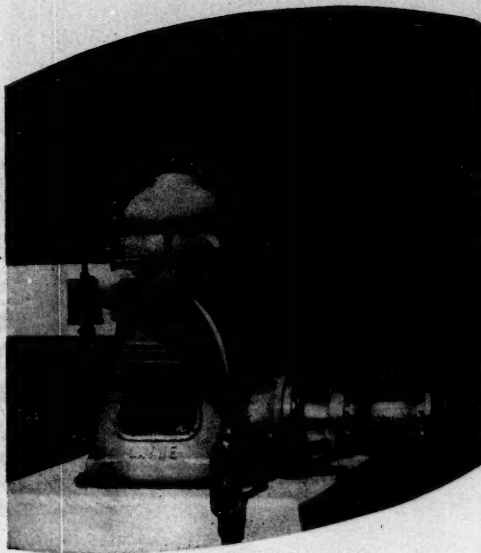
I'm enclosing "Sixteen Myths of Public Power," a pamphlet my firm got out on this subject. There is a tremendous amount of misinformation, most of which has been ladled out by those who believe government ownership of electric power will be a public asset. Some serious searching of the inevitable conclusion of government planning and ownership should convince anyone that only free enterprise will provide the greatest benefits to the greatest number of people.

Again congratulations for your excellent job.

Bosell & Jacobs, Inc.
Donald D. Hoover, Pres.

New York, N. Y.

MAY NINETEEN FIFTY-ONE



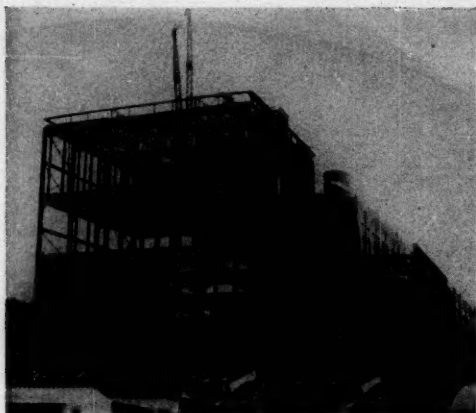
THEY'RE WORKING ON THE BIG PIPELINES WHERE WATER FAILURE WOULD STOP EVERYTHING

A lot of new Layne wells and pumps are serving the big inch pipelines,—and more are being installed. The selection of these fine water supply systems was based on such features as:—basically sound engineering ideas, higher overall efficiency, top flight quality,—and their ability to handle peak production on an around the clock schedule. Installed by Layne's own field crews and according to Layne's rigid standards, they will give years and years of fine service with little or no upkeep expense.

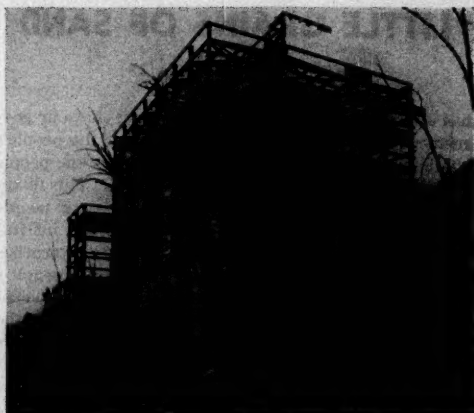
Layne is the Nation's greatest organization engaged exclusively in the designing and building of modern high efficiency well water systems. Layne has made more installations than any other firm in the world and is widely recognized as being the best qualified for any size job from a single unit to a dozen—or even hundreds. If you need more water, contact Layne or send for new catalogs or bulletins. Address

LAYNE & BOWLER, INC., GENERAL OFFICES, MEMPHIS 8, TENN.

Layne
WATER SUPPLY
WELLS & PUMPS



Gorgas Power Plant, Unit #6 Addition,
High Level, Ala.
Alabama Power Company
1800-ton steelwork furnished and erected
by Virginia Bridge Company.



Riverton Power Station, Front Royal, Va.
Northern Virginia Power Co.
Sunderman & Porter, Const. Engrs.
1721-ton steelwork fabricated by Virginia
Bridge Company.



Chickasaw Steam Plant, Chickasaw, Ala.
Alabama Power Company
1100-ton steelwork furnished and erected
by Virginia Bridge Company.

STEEL CONSTRUCTION PRECEDES POWER PRODUCTION

Power is the heart of our country's industrial strength, and because only steel is suited to the unusual and exacting structural requirements of power producing units, Virginia Bridge seeks every opportunity to serve power development projects. Our organization ranks high in the quantity and quality of structural steel engineering, fabricating and erecting service furnished the Power Industry as it has continued to expand. With plants at Roanoke, Va., Birmingham, Ala. and Memphis, Tenn. Virginia Bridge can serve to advantage power plant construction throughout the South and Southwest.

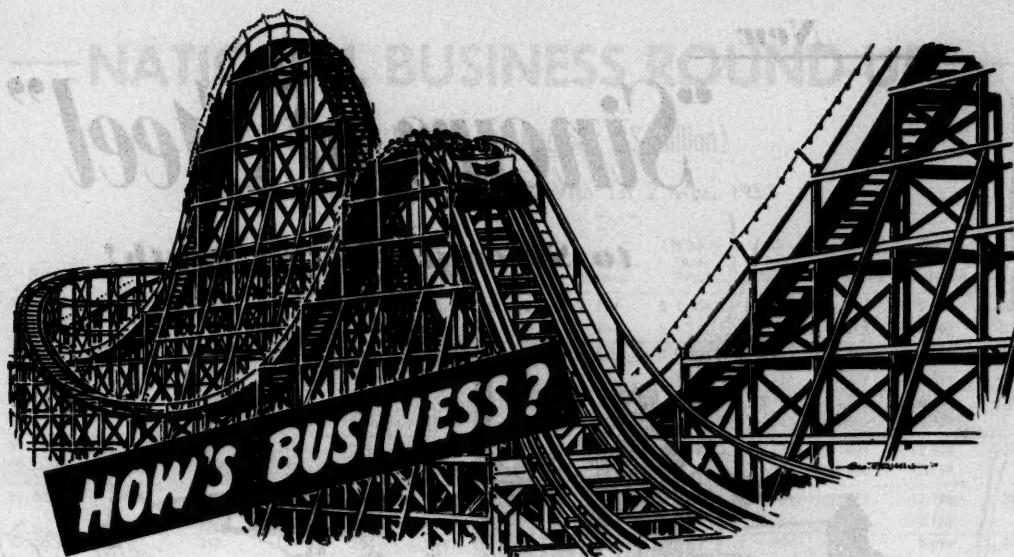
STEEL STRUCTURES All Types



Virginia Bridge Company

ROANOKE BIRMINGHAM MEMPHIS NEW YORK ATLANTA DALLAS

UNITED STATES STEEL



You'll probably say, "Business is on a fast track, but with plenty of ups and downs."
 The difference between *up* and *down* in manufacturing often is the difference between —
 Good manpower — and poor manpower
 Good transportation — and-not-so-good transportation . . .
 Availability of nearby raw materials — and raw materials bottlenecks . . .
 Reasonable state and local taxes — and those not so reasonable . . .
 Fair real estate values — and "We-saw-you-coming" prices . . .
 Adequate power and industrial water — and sometimes inadequate . . .
 An efficient, nearby ocean port — and one a long way off . . .
 Communities and climate that create worker *STAY*-bility — and those that create worker nomads . . .

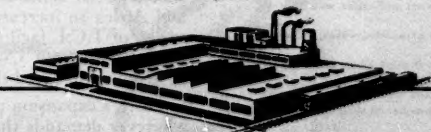
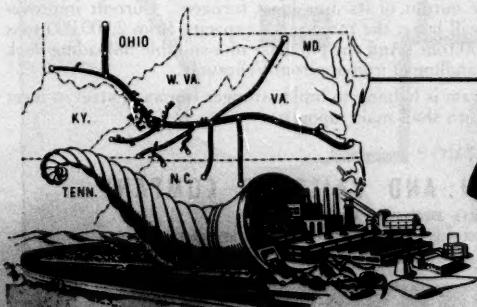
ALL THESE FACTORS ARE IMPORTANT TO THE RIGHT PLANT LOCATION

**THIS BOOK TELLS
 YOU WHAT YOU'LL
 FIND IN THE
 LAND OF PLENTY***



The Norfolk and Western Railway has a plant location story to tell you. Write for the helpful booklet, *INDUSTRIAL OPPORTUNITIES IN THE LAND OF PLENTY**, and learn the general advantages of this rich manufacturing land. Then let the Norfolk and Western's Industrial and Agricultural Department — (with a half-century of experience and staffed by men who understand your problems) — tell you specifically what the Land of Plenty offers your business. All inquiries treated promptly, dependably and in confidence.

Address: Industrial and Agricultural Dept.,
 Drawer MR-401, Norfolk and Western Rwy.,
 Roanoke, Virginia.



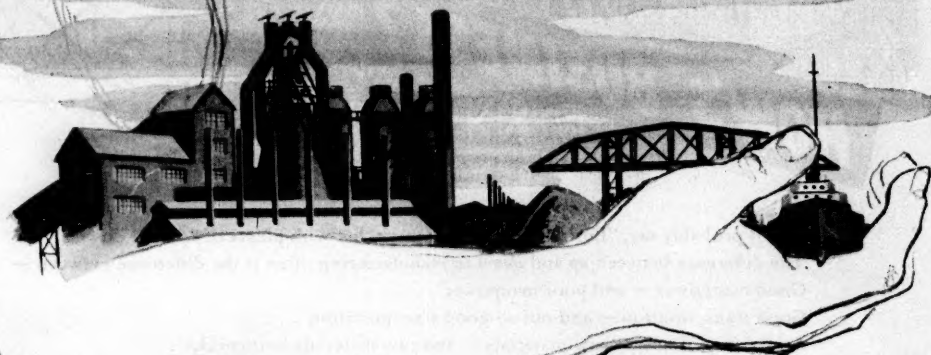
Norfolk and Western
RAILWAY

*The Land of Plenty — the six great states served by the Norfolk and Western — Virginia, West Virginia, North Carolina, Ohio, Maryland and Kentucky.

New

"Sinews of Steel"

to Strengthen the South!



U-S-S STEEL PRODUCTS

MADE OR DISTRIBUTED

BY T.C.I. INCLUDE:

- Rolled, forged and drawn steel products.
- Structural shapes, plates, bars, small shapes, agricultural shapes, tool steel, strip, floor plate, cotton ties.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars, reinforcing mesh.
- Black, galvanized and special finish sheets.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Electrical wires and cables, wire rope strand.
- Rails, track accessories, wheels, axles, forgings.
- U-S-S High Strength Steels and U-S-S Abrasion-Resisting Steels.
- U-S-S Stainless Steel
- Ground Open Hearth Basic Slag.

During the past decade the South has developed an insatiable appetite for steel to keep pace with its industrial growth. Every Southern state shows some evidences of this almost phenomenal development in the form of new installations in metal, chemical, paper, aircraft, textile, petroleum, shipbuilding or food processing industries.

This same period has seen a growth in agricultural activity, too. Diversification has spread all through the South, and farmers are raising more beef and dairy cattle, hogs, sweet potatoes, peanuts and feed crops.

This advance toward a balanced economy has consumed huge quantities of steel and has created an unprecedented demand for more. After World War II, the Tennessee Coal, Iron and Railroad Company finally was able to launch its expansion program aimed at satisfying this basic need.

1947 saw the opening of a new coal mine at Concord, and the construction of a new 190-ton open hearth furnace at Fairfield. Two years later a completely new mill was put in operation, the South's first for the production of cold reduced sheets. That same year T.C.I. began importing rich ores from Brazil, Sweden and Africa to increase the output of its nine blast furnaces. Current improvements of T.C.I. facilities will boost the rated ingot capacity from 2,900,000 tons annually to about 3,500,000 tons. And the purchase of a suitable unloading dock at Mobile will speed the handling of iron ore from Venezuela.

T.C.I.'s expansion program is helping to build stronger sinews of steel to meet whatever demands the South shall make upon it.



TENNESSEE COAL, IRON AND RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM • CHARLOTTE • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

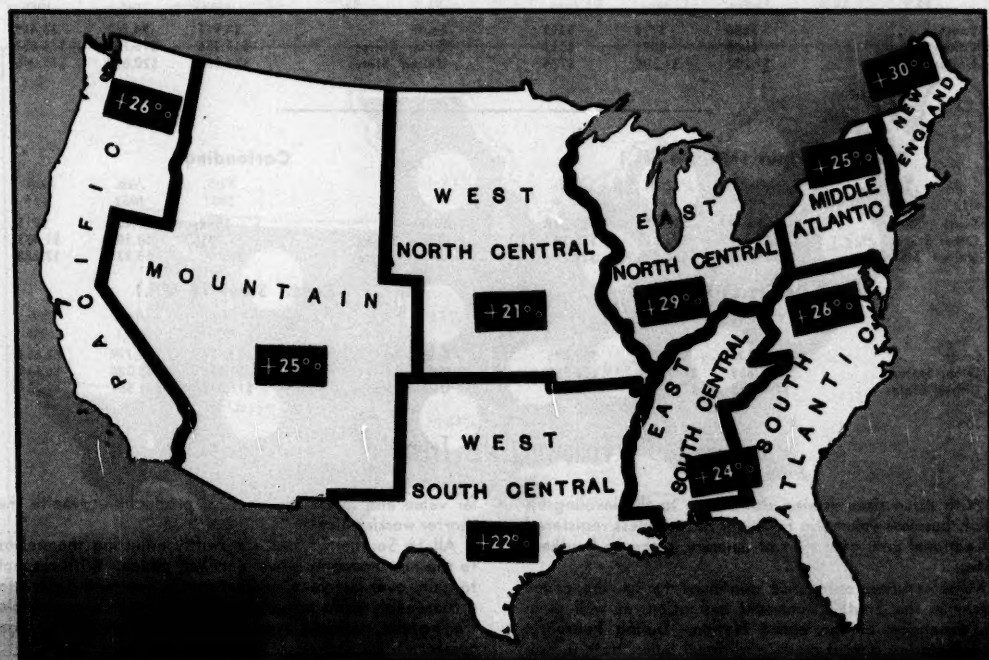
UNITED STATES STEEL

NATIONAL BUSINESS ROUND-UP

Business Volume By Regions (\$ Million)

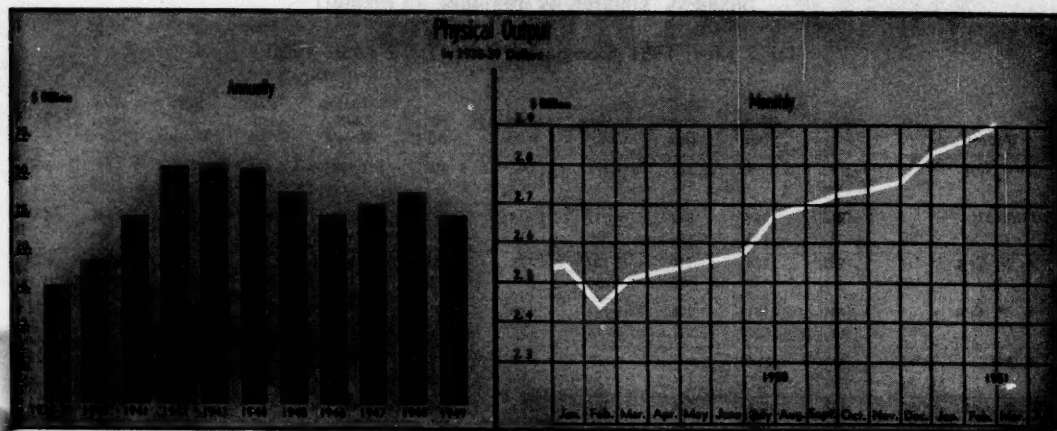
1st 2 Mos. 1951 Compared With 1st 2 Mos. 1950

Region		Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Util- ities	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trades	Busi- ness Volume	% +
New Eng.	'51	\$ 137	\$ 9	\$ 222	\$ 3,219	\$ 292	\$ 304	\$ 1,908	\$ 1,484	\$ 316	\$ 7,891	+30
	'50	\$ 126	\$ 7	\$ 186	\$ 2,266	\$ 247	\$ 283	\$ 1,523	\$ 1,112	\$ 299	\$ 6,049	
Mid. Atl.	'51	362	289	822	10,717	1,239	1,212	9,534	4,832	1,535	30,542	+25
	'50	292	177	654	7,630	1,112	1,139	7,953	4,138	1,299	24,394	
E. N. Cen.	'51	955	224	710	13,187	1,125	751	7,648	5,120	1,248	30,968	+29
	'50	857	139	600	9,022	1,002	708	6,317	4,310	1,026	23,981	
W. N. Cen.	'51	1,441	171	295	3,141	522	332	3,701	2,231	424	12,338	+21
	'50	1,232	123	237	2,216	467	303	3,254	1,927	380	10,139	
S. Atl.	'51	423	258	607	4,269	610	394	2,912	2,744	569	12,786	+26
	'50	356	122	471	3,115	539	359	2,427	2,253	485	10,121	
E. S. Cen.	'51	392	179	204	1,757	255	136	1,431	1,127	218	5,699	+24
	'50	345	107	155	1,237	231	123	1,254	965	172	4,589	
W. S. Cen.	'51	463	913	430	2,557	487	259	2,196	1,926	411	9,642	+22
	'50	533	648	342	1,825	447	231	1,875	1,632	322	7,855	
Mount.	'51	313	243	169	645	197	89	737	775	144	3,312	+25
	'50	275	161	127	443	174	80	614	633	130	2,637	
Pacif.	'51	401	223	534	3,467	539	409	2,862	2,383	678	11,496	+26
	'50	339	165	446	2,256	493	369	2,443	2,023	595	9,129	
U. S.	'51	\$4,887	\$2,509	\$3,993	\$42,959	\$5,266	\$3,886	\$33,009	\$22,622	\$5,543	\$124,674	+26
	'50	\$4,355	\$1,649	\$3,218	\$30,010	\$4,712	\$3,595	\$27,660	\$18,993	\$4,708	\$ 98,900	
% +	'51	+12	+52	+24	+43	+11	+8	+19	+19	+17	+26	



SOUTHERN BUSINESS TRENDS

16 Southern States



Trend Indicators

Farm Marketings (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$566	\$882	\$509
Other States	\$1,512	\$1,927	\$1,299
United States	\$2,078	\$2,809	\$1,808

Construction (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$638	\$669	\$517
Other States	\$1,295	\$1,391	\$1,081
United States	\$1,933	\$2,060	\$1,598

Mineral Output (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$656	\$716	\$392
Other States	\$546	\$592	\$332
United States	\$1,202	\$1,308	\$724

Manufactures (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$4,911	\$4,562	\$3,419
Other States	\$17,356	\$16,130	\$11,627
United States	\$22,267	\$20,692	\$15,046

Electric Output (Mil. kw-hrs.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$9,879	\$10,913	\$8,548
Other States	\$23,223	\$25,813	\$20,241
United States	\$33,102	\$36,726	\$28,789

Carloadings

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$999	\$1,230	\$815
Other States	\$1,701	\$2,102	\$1,473
United States	\$2,700	\$3,332	\$2,288

Bank Debits (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$22,170	\$26,719	\$17,895
Other States	\$91,868	\$111,683	\$78,359
United States	\$114,038	\$138,402	\$96,254

Retail Sales (\$ Mil.)

	Feb. 1951	Jan. 1951	Feb. 1950
South	\$3,176	\$3,179	\$2,638
Other States	\$7,887	\$8,380	\$6,643
United States	\$11,063	\$11,559	\$9,281

Following the Trend

With price rises slowing down near to the leveling off point, business volume in February nevertheless registered a fractional gain over that of January in the 16 Southern states.

Manufacturing enterprise continues to be the prime mover in the South's economic expansion, as well as in the expansion of the entire Nation. During February, manufacturing output made additional gains, both in dol-

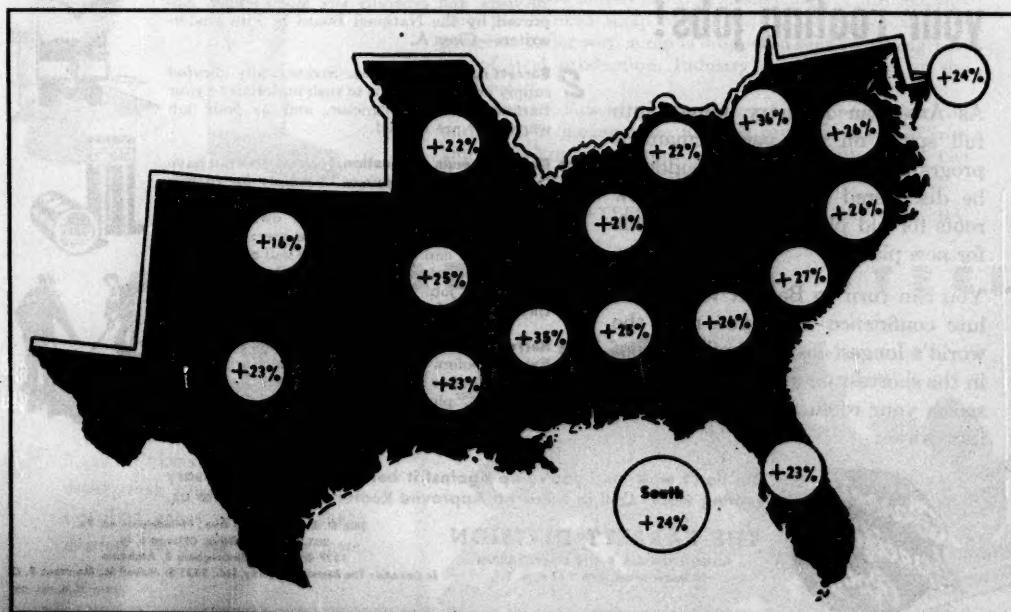
lar value and in unit or physical production, despite the shorter working time.

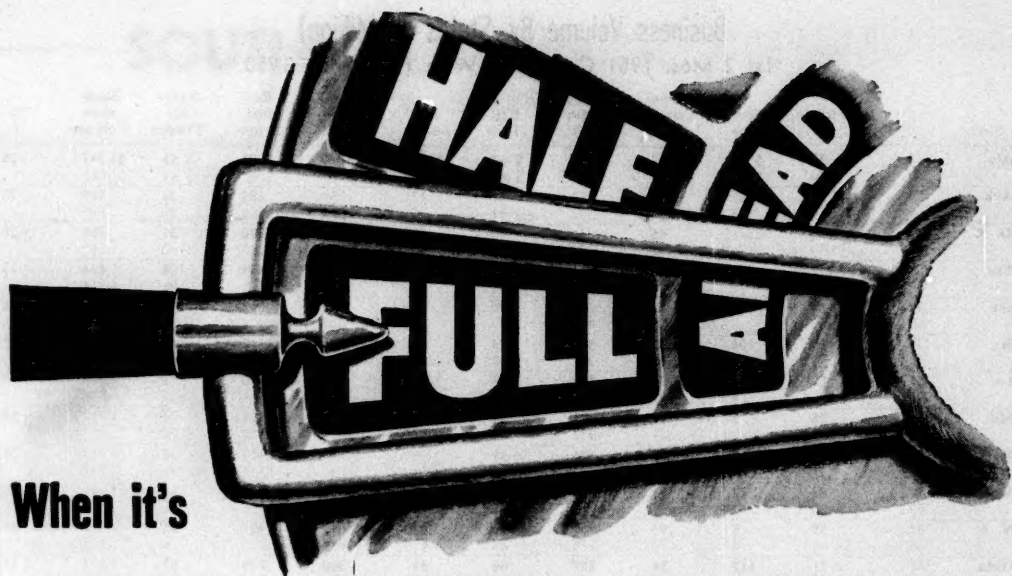
All 16 Southern states are swiftly adjusting themselves to the new economy—half war, half peace. With respect to gains over last year, percentages are settling down into a reasonably uniform pattern, with the region as a whole trailing the national average by some two percentage points.

Business Volume By States (\$ Million)

1st 2 Mos. 1951 Compared With 1st 2 Mos. 1950

State		Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Util- ities	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trades	Busi- ness Volume	% +
Ala.	'51	\$ 53	\$ 29	\$ 57	\$487	\$ 67	\$ 37	\$270	\$286	\$ 56	\$1,342	+25
	'50	\$ 40	\$ 19	\$ 43	\$359	\$ 61	\$ 34	\$228	\$243	\$ 41	\$1,068	
Ark.	'51	72	21	35	157	41	17	150	185	31	709	+25
	'50	56	15	25	109	37	16	124	158	25	565	
D. C.	'51	—	—	45	44	40	52	246	280	51	758	+26
	'50	—	—	32	32	35	47	201	212	40	599	
Fla.	'51	112	14	120	211	88	67	416	489	129	1,616	+23
	'50	98	10	88	160	80	59	333	378	108	1,314	
Ga.	'51	64	7	86	639	90	52	565	368	75	1,946	+26
	'50	53	5	56	467	79	49	467	301	61	1,538	
Ky.	'51	159	108	45	529	74	33	366	312	63	1,689	+22
	'50	173	58	34	362	68	30	340	264	49	1,378	
La.	'51	55	136	73	428	103	42	396	310	71	1,614	+23
	'50	45	104	63	323	92	38	332	261	52	1,310	
Md.	'51	38	3	91	622	97	67	382	334	77	1,711	+24
	'50	33	2	81	435	85	62	319	280	76	1,373	
Miss.	'51	80	27	27	195	39	16	164	169	30	747	+35
	'50	37	19	20	122	34	14	138	143	25	552	
Mo.	'51	187	22	83	989	162	114	1,282	619	154	3,612	+22
	'50	150	16	69	707	145	103	1,105	524	125	2,944	
N. C.	'51	55	5	91	1,157	75	47	516	401	83	2,430	+26
	'50	45	4	70	835	65	43	454	335	70	1,921	
Okla.	'51	71	117	54	287	64	39	300	278	63	1,273	+16
	'50	97	85	43	206	60	35	266	249	50	1,091	
S. C.	'51	26	2	45	481	34	19	161	229	33	1,030	+27
	'50	20	1	36	355	31	17	136	189	26	811	
Tenn.	'51	100	16	76	547	76	50	631	361	69	1,926	+21
	'50	95	11	58	394	69	46	547	315	57	1,592	
Tex.	'51	265	640	268	1,685	280	162	1,350	1,154	247	6,051	+23
	'50	335	444	211	1,188	259	142	1,153	964	195	4,891	
Va.	'51	85	33	83	721	104	56	373	388	76	1,919	+26
	'50	72	17	68	524	92	52	304	316	70	1,515	
W. Va.	'51	23	195	30	329	68	21	174	224	39	1,103	+36
	'50	20	82	25	238	58	19	151	190	28	811	
So.	'51	\$1,445	\$1,375	\$1,309	\$9,508	\$1,502	\$891	\$7,742	\$6,357	\$1,347	\$31,476	+24
	'50	\$1,369	\$892	\$1,022	\$6,816	\$1,350	\$806	\$6,598	\$5,322	\$1,098	\$25,273	
% +		+10	+54	+28	+39	+11	+10	+17	+19	+22	+24	





When it's

"FULL SPEED AHEAD..."

let Barrett SPEED your roofing jobs!

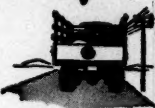
As American industry moves into full speed on our vast armament program, needs will often suddenly be discovered for new roofs. New roofs for old plants, as well as roofs for new plants.

You can turn to Barrett with absolute confidence when you need the world's longest-lasting built-up roof in the shortest possible time! Barrett speeds your roofing jobs in 4 important ways:

1 Barrett speeds specifications. Ready at hand are Barrett time-tested, scientifically calculated application specifications for almost every built-up roofing problem. These are so foolproof that Barrett Specification* Roofs can be bonded for 20 years, and generally last much longer. Approved by the National Board of Fire Underwriters—Class A.



2 Barrett speeds deliveries. Strategically located supply points enable us to rush materials to your Barrett roofing contractor, and to your job when they are needed.



3 Barrett speeds application. Barrett does not have to rely on outside sources of supply for roofing pitch and felt. Because Barrett Specification* pitch and felt are made in our own factories, production can be controlled to meet demands. Your roofer can be sure that he will get the materials he wants when he needs them. No time lost on the job! Moreover, he can be sure that these materials will be of uniform high quality.



4 Barrett speeds you the finest possible roof. Expert roofers make for fast jobs. Barrett Approved Roofers have had many years of practical experience, plus well-trained man-power, plus Barrett engineering help, to assure you the finest possible roofing job in the shortest possible time.



But don't wait until you're up against it before ordering necessary roofing work. Call in a Barrett Approved Roofer today, or write us.

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.

205 W. Wacker Drive, Chicago 6, Ill.

1327 Erie Street, Birmingham 6, Alabama

In Canada: The Barrett Company, Ltd., 5551 St. Hubert St., Montreal, P. Q.

*Reg. U. S. Pat. Off.



Don't Let IRON and STEEL SCRAP Gather Cobwebs!

Somewhere, back in a corner of your plant or shop, there's some scrap iron and steel. Maybe quite a pile, gathering rust. Maybe some obsolete machinery, long unused. Maybe odds and ends that total many tons. You've meant to have it hauled away, but somehow it's still around.

Now's the time to sell it!

Call the nearest scrap dealer; ask him to give you a price. He'll pay good money for it. Prices are high . . . the nation's steel plants need scrap badly. With a stepped-up defense program under way, scrap is more than ever a vital ingredient of steel production. Industry must help take up the slack—*fast*.

A constant flow of scrap means greater tonnages of iron and steel. It means more finished products made of iron and steel. You can help . . . and help yourself as well. Get that scrap in circulation. Get it on the job!

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



BETHLEHEM STEEL

If you don't know the name of a scrap dealer, look one up in the yellow classified pages of the telephone directory. You'll find a listing there.





"That's right.... *church closed*"

"No, this didn't happen in a communist country.

"Happened right here in town. We'd just gotten home from a motor trip and, of course, hadn't heard what happened.

"Been going to that church about fifteen years, so what a shock it was when Officer Povey stopped us at the door. *That's right,* he told us, *'I said church closed!'*

"Then he explained. There'd been a fire in the church the day before and he was shooing folks over to the Guild Hall for services. Mary and I looked at each other . . . then grinned. We'd *both* had the same crazy idea that the State had taken over the churches.

"That night Bill and Edna Johnson dropped in for TV. We told them what happened at the church. And about the crazy idea we had. But Bill asked, *was* it so crazy? Then he pointed out that it *had* happened in other countries. So we all got talking real serious.

"All week I've had it on my mind . . . *suppose we had no Freedom here?* Suppose the State took over religion, the press and professions like music, medicine and art? Suppose they took over industry and made me work where I didn't want to? Suppose the State took over our house? And suppose, on election day, we had our choice of *one* candidate?

"Maybe I don't run my life perfectly but I sure wouldn't want the State to run it for me! Y'know, every Thanksgiving we give thanks for the good things we have . . . all of which add up to Freedom. *So why shouldn't we all be just as thankful the other 364 days, too?*"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose vast Agricultural Industry is unsurpassed. And through Agriculture, Republic serves America. Republic produces quality steels for all industries and much of it can be found in thousands of agricultural tools and equipment for field, pasture and farmstead. Thus, Republic works with the farmer to help keep America the best fed nation on earth.

{ For a full color reprint of this advertisement, write Dept. J, Republic Steel, Cleveland 1, Ohio }





"What Enriches the South Enriches the Nation"

The Poverty of Planning

When Franklin D. Roosevelt became President in 1933 the country sorely needed a leader. Instead it got a boss—a boss who had lost faith in the nation's future growth and in the mental and moral capacity of its citizens for self-improvement and self-government. It is not strange that because of this lack of faith in his fellowman, President Roosevelt, and the clever young men with whom he surrounded himself, began to plan to have government direct the life of the "common man" who, in their eyes, was not capable of managing his own affairs. All of the paternalistic plans that were to be imposed upon us incompetent human beings were ostensibly to be made in the name of humanity—a word whose meaning these men never really understood.

Some few of us resented this looking-down-the-nose at us political philosophy when we first saw it. Because it was well camouflaged, many people did not recognize it for what it was until recent years. Now most citizens realize that governmental chains have been forged for them that must be broken if we, as individuals, are to regain independence and self-respect.

Goodness knows, no true believer in paternalism in government can regard his fellow citizens other than as his inferiors whose actions need to be restrained and whose lives must be directed. No man with such a belief can possibly believe in republican institutions based on democratic principles. How can he? He has no faith in their source—the innate intelligence of the citizenry.

There are some of us—and our number is rapidly growing—who bitterly resent the implication that we are an inferior breed of cats to be fed or starved at the whim of our masters. We also resent the training to which we are constantly being subjected—indoctrination is the modern word. This training takes the form of constantly hammering away at minor evils in human nature and in existing institutions—evils which time and intelligence are correcting—in an effort to discourage and dishearten us as individuals.

This conspiracy of individual discouragement was the central theme of the New Deal philosophy and remains the central theme of Fair Deal philosophy. People are told by government officials that there is no hope of a self-sufficient old age. Therefore, the Social Security Administration. They are told that they cannot hope to pay the doctor and the hospital in case of illness. Therefore, let us have Federalized medical care. They are told that the ancient laws of supply and demand are no longer operative in agriculture. Therefore, farm subsidies are imperative. They are told that private banks are monsters, and parsimonious monsters at that, which will no longer lay out risk capital and can no longer give fair judgment between crackpot projects and sound business ventures. Therefore, let us have Federal corporations to finance or to subsidize American enterprise. The very same philosophy of can't-be-done has come to dominate our relations with friendly foreign powers. Nowhere, east or west, is there a pro-American nation on whom we have failed to lavish this deadening paternalism. Every bit of economic aid we send, every offer of military alliance we put forward, is predicated on the principle of "You can't do it on your own. You are too stupid, too weak, too badly beat-up from past depressions and past wars to work out your own salvation."

Congress seems to be in the mood to investigate. So while in this mood why should it not have an investigation of the evil political plot to weaken our institutions by destroying individual self-confidence? Why not extend Senator Fulbright's proposed probe of governmental ethics to include this fundamental subject? What, for example, is behind the argument that this country needs the RFC when banks and insurance companies are bulging with billions to lend? The demand for its continuance does not come from honest, solvent businessmen, small or large. They want to stand on their own two feet with the government off their toes.

Declines in high grade bonds and preferred stocks

Industrial shares regain previous 1951 highs but quotations for railroad shares falter.

THE stalemate in the speculative securities markets to which we referred in this column last month has continued. It will be remembered that the Dow-Jones Industrial Average made its original 1951 high of 255.71 on February 13, the Railroad Average a peak of 90.08 on February 5 and the Utilities 43.91 on February 24. The Industrials have now recovered all of the ground lost previously, but the rails have not fared equally as well, standing at about the 84 level at this writing with something like 6 points to go to cancel their lows. Immediately after the MacArthur ouster quotations weakened but then quickly reversed themselves led by strength in the oils and a heterogeneous group of issues in various industries. The post-MacArthur firmness in the industrials seems to indicate that investors have concluded that without MacArthur the Administration's ideas with respect to fighting a so-called "limited" or perhaps socialist type of war will prevail. Localization of the conflict will undoubtedly prolong rather than shorten it. Added weight may be given to this view from the content of Moscow and Peiping dispatches since those anti-American nations interpret MacArthur's ouster as a sign of weakness on the part of Washington; hence their resistance may be expected to stiffen rather than weaken. This is, of course, an assumption on our part which only the future will confirm or invalidate.

Market Leaders—A striking fact about the stock market leadership in the post-MacArthur advance is that it was shared by so many different groups denoting great underlying strength and the existence of plenty of buying power on the part of investors. Oils are basking in the sunshine of a 14% advance in demand over 1950, a firm price structure for petroleum products and severe strain on refining capacity. First quarter earnings are just beginning to be published. They should be excellent and there are indications that the great prosperity in this industry should carry over to mid-Summer at the least. A similar situation exists with respect to the chemicals and pharmaceuticals whose sales are making record highs and first quarter earnings, judging by a few published reports which have already come in, should make very pleasant reading for investors. A rather analogous situation exists in the Tire and Rubber industry. Despite raw material difficulties, companies in this group are continuing to report very high earnings and their shares have benefited market-wise. Other industries whose leading

units have joined in the stock market firmness include the finance companies, building, machinery, cement, paper and containers, timber, automobiles and accessories and the gas pipelines.

Railroad Issues Lag—While this performance should not be minimized, an even more noteworthy feature of recent stock market sessions has been that the railroad issues which led the market early in 1951 are now laggards. Perhaps this is because they suffered a severe earnings setback in February at which time the switchmen's strike put a good many carriers, particularly in the East, into red figures. March showings while not yet published should be better and managements are quite optimistic for a considerable number of months ahead. It is possible, looking backward, that the railroad issues were over-bought in January and that a period of digestion is ensuing. Nevertheless, there are certain issues, particularly in the West, which have demonstrated considerably better than average rallying power from their recent lows. There have been a few dividend increases in the railroad group and a few more are expected.

Bull Market Has Past—Yet at this point it would distort the rather satisfactory picture which we have painted above if we failed to point out that the June 1949-February 1951 phase of the bull market has, in our opinion, definitely terminated. During this period the advance in securities, as we have frequently pointed out during the past year was almost a textbook case of an expansion in credit, aided and abetted by Federal Reserve policy, complicated by unbridled scare buying on the part of the public, and frantic inventory accumulation on the part of business, forcing security prices higher. Of course, these conditions have been greatly altered. Extremely cheap money and easy credit conditions are now a matter of history and a policy of credit expansion has given way to an alleged policy of contraction. Government bond prices have dropped precipitously since the Federal Reserve System has removed its peg at or around par for long term bonds. Naturally, municipal bonds, high and medium grade corporate bonds and high grade corporate preferred stocks have followed suit. Some long term bonds have dropped almost ten points from their 1951 highs. Perhaps today's prices of high grade bonds and preferreds are much sounder and more realistic than those of last January. We should not like to make any prediction as to whether further declines will ensue, but

there are reasons to feel that the worst is over in this respect for the foreseeable future since the drop has been drastic, and the cause of orthodoxy has been served.

Analysis of The Drop—There has been a great amount of discussion in professional financial circles as to whether the abrupt decline in high grade bonds and preferreds does not presage an eventual downturn in various categories of more speculative securities, including common stocks. The bond-stock sequence has been considered axiomatic ever since the creation of the Federal Reserve System. To study previous cases of what happened after a period of credit contraction set in and a decline in bond prices occurred would be beyond the scope of this column. The present over-all economic situation with its increasing demands from the rearmament effort has had no counterpart in our recent financial history. In some cases as in 1928-1929 interest rates rose, an attempt to contract credit was made and bond prices declined. In May, 1928, and for a considerable time thereafter it was almost impossible for corporations to do bond financing. Interest rates steadily rose until August 1929, when the Federal Reserve Board re-discount rate was put up to 6%. Yet throughout this fifteen-month period and for a further month until September 29, stocks rose because the public so avidly continued to buy. Furthermore, the stocks comprising the Dow-Jones Industrial Average yield a little under 6½% today whereas in previous cases where the bond-stock decline cycle became evident stocks entered a bear market when their yields were far lower than they are today. This is a factor which must be considered before we can slavishly adhere to the classic bond-stock sequence.

Preference for Commons—Furthermore, there still appears to be great faith on the part of the investing public in the desirability of good common stocks against bonds. The momentum of the long rise from the mid-Summer 1949 lows has not been spent and may continue to carry quotations forward for some time. While "inflation" is not quite as burning a subject as it was two or three months ago, the possibility of future declines in the purchasing power of the dollar has not been forgotten. There is also considerable skepticism about the willingness of the authorities in Washington to take drastic measures against inflation. There has been much talk but little action beyond the basic change in Federal Reserve policy to which we have referred. For example, Congress does not seem disposed to deflate the President's \$71.6 billion budget for fiscal 1952. Some of the Government's lending activities and projects for spending money, like the old soldier referred to by General MacArthur, never die and, unfortunately, they do not seem likely to fade away either. There are also signs that it will be difficult to take steps to deflate farm prices and to discourage escalator clauses in wage contracts, moves which if properly taken could have an anti-inflationary bias.

Problems of Small Business in Defense

By Clark Gaines

Secretary, Georgia Department of Commerce

DESPITE the fact that small businesses constitute over 90 per cent of the nation's economic backbone, this group is being slowly destroyed by the indifference, bungling and inefficiency of the people in Washington charged with the policy making and handling of defense contracts. The opportunities of the small industrialist to bid on defense contracts are extremely limited, because of the "bottle neck" in Washington which is due to the reasons just mentioned.

Problems are Basic—Although the small industrialists in some sections of the nation have been a little more fortunate than those in other sections in procuring defense contracts, the mildly fortunate, and the less fortunate, are confronted by the same basic problems. This is a National issue as far as the small industrialist is concerned. He is wholly unorganized, has no representation in Washington, and does not have sufficient funds to carry out his fight in this manner individually. If he did have, he would not be a small industrialist. He is forced to do sub-contract work, if and when he is fortunate enough to get one. This means that the big industry giving him a sub-contract in defense work, extracts a profit for itself, and the sub-contractor literally gets the crumbs in the form of profit. There is no protection given the small industrialist by the government in this respect. Inability to get a chance to bid on contracts of any kind in defense work is so great that many small industries are threatened with extinction because they cannot qualify for procuring or purchasing materials in that they are not using their plants for any part of defense work. It is almost impossible for a small operator to build up an efficient production force once layoffs and shut-downs take place.

Natural Advantages of Big Business—Big business is well organized. It has always been organized, because organization is part and parcel of the foundation on which big business is built and operated. It, therefore, is a simple matter for big businesses to pool their efforts in Washington to get the cream of the defense contracts. Big business has always had ample funds to keep representatives in Washington and other strategic centers during war and in time of peace. The channels of procedure plus the know-how in procuring defense contracts are matters of common knowl-

edge to these industries. Their representatives have beaten well-worn paths to these sources.

Efforts of Small Businesses—The Georgia Department of Commerce requested the Senate Select Committee on Small Business to join with it last Fall in holding small business men's clinics in Georgia. Two clinics were held last November: one in Atlanta and the other in Savannah. The clinics were advertised several weeks before they convened. Representatives from Washington were sent to Atlanta and Savannah to assist in conducting these clinics; other federal officials from the regional offices at Atlanta and Savannah also participated. Approximately 800 small business men in Georgia attended the clinics. They were told about the government's defense program and given instructions on how to write to about procuring defense contracts for various items. During the question-and-answer periods names and addresses of government agencies in charge of procurement were written down by business people attending the clinics. The Georgia Department of Commerce made a check last month by personal contact with a number of those who attended the clinics, and in each instance they had carried out the instructions given them by government representatives at the clinics, but the results had been zero. In the vast majority of cases, their letters to government sources were never answered. And, as far as I know, they have not been answered as of this day.

The Dilemma—The small industrialist is suspended in mid-air, as it were, because he does not know how to obtain information about where to go to bid, how to bid, or to whom the prime contracts have been let in order that he might bid for sub-contracts. And there is not anything being done to relieve this situation, and there will not be, so long as nothing is done to break through the "bottle neck" in Washington which is the result of indifference, inefficiency and an apparent desire not to try to comprehend the plight of small industries or do anything practical about helping them. And herein is where the effects of controls is spelling disaster for the small industrialists of the nation.

There is a tendency, it seems, on the part of big industry to keep all production work within their own plants and not to sublet until compelled to do so.

If and when they sublet it is usually because they are loaded with work and are falling behind, or about to fall behind, in deliveries, or because the work they sublet is of such difficult and complicated nature their own facilities do not permit profitable production. Some of the big industries, upon being awarded prime contracts, immediately apply for Certificates of Necessity for the purpose of enlarging their operations through new buildings and added facilities. This closes the door to the small industry needing sub-contracts. Only in cases where the product is such that large scale operations are absolutely necessary, prime contracts ought not be let. They should be broken up by the letting agency so that the average competent industrialist will find it feasible to bid. This would obviate the necessity of the small industrialist sharing his profits with the big fellow, because as I have pointed out, sub-contracts mean that the big fellow gets his profit first and what is left goes to the little fellow—the sub-contractor.

Certain Information Must be Made Available—There is certain information on awarded prime contracts being supplied to limited sources by the United States Department of Commerce. The man who needs this information, that is the small industrialist, cannot get it from the U. S. Department of Commerce, because they are handicapped by regulations preventing them from sending this information to the small industrialists. The small industrialist is the man in the nation standing in greater need of the information than any other class of our citizens. There is very little information that would be of greater benefit to the large majority of those in the industrial world in this country, than information about who was awarded prime contracts. This then, would give the small operator an opportunity to ask for a chance to bid for sub-contracts. When a small industry that is struggling to exist in this day and time asks for information about letting of prime contracts it should be furnished to him by the U. S. Department of Commerce. Certainly it means more to him than it does to many sources now being furnished this information. With the vast sources of contact the Department of Commerce has, it would not be difficult for it to screen the small industries. This, perhaps, would not be necessary, because it is quite possible that only those who are interested in procuring sub-contracts on defense work would trouble themselves about writing to the Commerce Department for information. No one with idle curiosity would be interested in seeking this character of information for the sake of satisfying their curiosity. We have been taxed severely and still are for arms and aid of all kinds to people and nations all over the world. But, it seems that we cannot afford to do a few essential things for our own people who want to contribute to our national defense and that of our allies or The United Nations, and at the same time survive economically. We are worse than "penny wise and pound foolish."

CONSTRUCTION



George Washington Carver Homes, housing project at Selma, Alabama. Raymond Sizemore, Archt.

April Awards Total \$316,368,000

By S. A. Lauver
News Editor

SOUTHERN construction in April was valued at \$316,368,000, or almost a four per cent gain over the comparable month of last year.

The accumulation of contracts in the sixteen-state area stood at \$2,617,861,000 for the first four months. This is not only a one hundred and fifty-five per cent gain over the figure the same months of last year but the largest on record.

The four-month total included \$1,620,081,000 for industrial projects, \$338,504,000 for private building, \$275,542,000 for public building, \$212,290,000 for heavy engineering construction and \$171,444,000 for highways and bridges.

The \$1,620,081,000 for industrial projects includes the large atomic energy developments in South Carolina and Kentucky. Such private projects as the \$70,000,000 aluminum plant under way in the New Orleans area, the \$80,000,000 Corpus Christi aluminum plant, and \$75,000,000 Bethlehem expansion at Baltimore and a

number of large cement and textile mills served to bolster the total further.

Private building, when compared with the first four months of 1950, is down but a negligible fraction of one per cent. Residential building, which in the current year constitutes about seventy-seven per cent of the private building value, totals \$261,339,000, or a fraction of one per cent above the figure for such work last year. Office building, with its total of \$22,194,000 is up a more substantial twenty-nine per cent.

Public building's gain over the 1950 first-four-month value is fifty-two per cent. The \$275,542,000 is made up of \$145,643,000 for government buildings including hospitals and \$129,899,000 for schools. Government building is up one hundred twelve per cent. School building in the first one-third of 1951 represents an increase of fifteen per cent.

Engineering construction in the four-month period embraces \$130,501,000 for dams, drainage, earthwork and airports;

\$66,713,000 for sewer and water work and \$15,076,000 for government electrification expansion. Dams, drainage, earthwork, airports show a forty-eight per cent rise. Sewer and water work is up more than eighty-one per cent. Government electrification has shrunk more than one-half.

The accumulated highway and bridge construction value is \$171,444,000, as compared with the \$187,188,000 for the same months of last year.

April's \$316,368,000, which represented a drop of forty-five per cent from the value of southern contracts in the preceding month, embraced \$78,065,000 for industrial projects; \$77,327,000 for heavy engineering construction; \$60,942,000 for private building; \$57,915,000 for public building and \$42,119,000 for highways and bridges.

The \$78,065,000 for industrial work is about eleven per cent above the comparable figure for April 1950, but is below that for the preceding month. Despite this apparent drop, a number of large southern industrial expansions were in the news in April.

International Minerals & Chemical Corp., for instance, let the contract for its \$10,000,000 Mulberry, Fla. project. Tennessee Coal, Iron and Railroad Co. revealed that work had started on its Mobile, Ala. ore handling terminal. Bids were opened for a \$3,387,000 terminal grain elevator at Corpus Christi, Texas.

Announcement was made of the \$10,000,000 Paducah, Ky. plant for Air Reduction Co. Additional contracts were awarded in connection with the \$50,000,000 Chalmette, La. plant of Kaiser Aluminum & Chemical Corp. A low bid was received for McDonnell Aircraft Corp. for a \$1,500,000 test hangar.

The Louisiana expansion of Pan Am Southern Corp. will involve expenditure of \$6,500,000. According to the low bid the Pantex ordnance plant remodeling job at Lubbock, Texas will cost \$1,408,000. Ford Motor Company's Richmond plant will be expanded at a cost of \$1,000,000.

SOUTH'S CONSTRUCTION BY STATES

	April, 1951		Contracts Awarded First Four Months 1951	Contracts Awarded First Four Months 1950
	Contracts Awarded	Contracts to be Awarded		
Alabama	\$11,744,000	\$39,810,000	\$138,333,000	\$36,118,000
Arkansas	1,523,000	43,997,000	77,999,000	18,539,000
District of Columbia	1,543,000	8,621,000	15,356,000	12,748,000
Florida	32,459,000	93,459,000	136,865,000	112,129,000
Georgia	8,204,000	56,414,000	56,525,000	44,224,000
Kentucky	22,835,000	162,782,000	390,726,000	13,521,000
Louisiana	29,391,000	38,039,000	235,297,000	96,231,000
Maryland	12,491,000	39,359,000	185,031,000	106,716,000
Mississippi	13,456,000	10,950,000	76,978,000	35,634,000
Missouri	10,624,000	35,965,000	90,771,000	52,538,000
North Carolina	15,932,000	59,748,000	79,652,000	76,495,000
Oklahoma	865,000	12,655,000	56,987,000	25,541,000
South Carolina	9,147,000	36,234,000	466,951,000	37,235,000
Tennessee	28,648,000	24,796,000	82,172,000	51,741,000
Texas	78,354,000	243,604,000	495,625,000	219,994,000
Virginia	34,734,000	38,354,000	110,915,000	85,544,000
West Virginia	4,953,000	9,743,000	39,586,000	6,556,000
TOTAL	\$316,368,000	\$956,400,000	\$2,617,861,000	\$1,623,990,000

CONSTRUCTION

Heavy engineering construction, the second largest category in April, is up substantially above the values in both the preceding month and the comparable month of last year. The increases are fifty-six per cent and thirty-six per cent, respectively.

The \$77,327,000 for heavy engineering construction included \$48,747,000 for dams, drainage, earthwork and airports, this a sixty-six per cent rise when compared with the preceding month and one hundred thirty-eight per cent above the April, 1950 value for the same kind of work.

All government work, the \$48,747,000 included such projects as a \$1,702,000 revetment at Pine Bluff, Ark.; a \$3,000,000 Tyndall Field, Fla., project; the \$5,576,000 spillway and outlet structures for Texarkana dam; the \$3,758,000 Grenada dam outlet structures and embankment, cost \$3,758,000 and a \$7,290,000 naval airport extension at Oceana, Va.

Sewer and water projects, with their combined total of \$25,030,000, are up forty-four per cent when compared with the value for March, 1951 and show a more than a one-hundred per cent rise above the value for April of last year. Government electric projects were up slightly from the March level.

Some idea about the size of some southern sewer and water construction may be gained from such projects as one costing almost \$5,000,000 in Jefferson County, Alabama; a \$4,362,000 water pumping station at Memphis; a \$2,699,000 sewage treatment plant at Dallas; expenditure of \$1,365,000 by Florence, S. C., for sewer construction and a pumping station, and a \$1,123,000 project in Kentucky.

Private building in April was valued at \$60,942,000, this an eight per cent increase above the March figure and a twenty per cent drop, when compared with the value for April of 1950. Included in the current private building are \$44,784,000 for residential work, \$9,605,000 for assembly buildings, \$3,997,000 for commercial buildings and \$2,556,000 for office building.

Residential building has dropped slightly in the last month. The \$44,784,000 value in April is down about two per cent from the level of the preceding month. Compared with its 1950 counterpart, the April residential figure represents a decline of about twenty per cent.

Texas Department of Public Safety headquarters, Austin, Texas. Giescke, Kuehne & Brooks, Architects-Engineers.

Other types of private building showed greater strength. Assembly buildings, including churches and similar structures, were up thirty-six per cent above the preceding month and forty-five per cent above the comparable month of last year. Commercial building, while up forty-seven per cent from the March figure, amounted to but \$3,997,000. Office building is more than four times the preceding monthly figure.

Public building in April was down about twenty-seven per cent from the

March figure. However, it was practically at the same level prevailing in April of last year. Value of school construction in the current April is less than in its 1950 counterpart. The drop from March, 1951, is but five per cent.

Highway construction in April amounted to \$42,119,000, as compared with the \$42,425,000 for April, 1950 and the \$47,250,000 for March of 1951. Practically all of the state highway departments opened bids, although several were for small quantities of work.

SOUTH'S CONSTRUCTION BY TYPES

	April, 1951		Contracts Awarded First Four Months 1951	Contracts Awarded First Four Months 1950
	Contracts Awarded	Contracts to be Awarded		
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$9,638,000	\$11,938,000	\$39,464,000	\$31,421,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	3,997,000	855,000	24,607,000	33,853,000
Residential (Apartments, Hotels, Dwellings)	44,784,000	56,173,000	261,339,000	257,344,000
Office	2,556,000	5,181,000	22,194,000	17,226,000
	\$60,942,000	\$74,146,000	\$328,004,000	\$326,744,000
INDUSTRIAL				
	\$78,065,000	\$263,247,000	\$1,639,661,000	\$1,556,655,000
PUBLIC BUILDING				
City, County, State, Federal, and Hospitals	\$27,825,000	\$85,947,000	\$145,642,000	\$68,629,000
Schools	26,047,000	73,545,000	179,689,000	112,667,000
	\$53,872,000	\$159,492,000	\$325,331,000	\$181,296,000
ENGINEERING				
Dams, Drainage, Earthwork, Airports	\$48,747,000	\$231,400,000	\$130,561,000	\$68,608,000
Federal, County, Municipal Electric	2,550,000	187,557,000	15,976,000	35,228,000
Sewers and Waterworks	25,030,000	28,682,000	68,715,000	36,716,000
	\$77,327,000	\$339,418,000	\$215,252,000	\$140,552,000
ROADS, STREETS, BRIDGES				
	\$42,119,000	\$62,200,000	\$171,444,000	\$187,188,000
TOTAL	\$216,308,000	\$856,400,000	\$2,617,661,000	\$1,623,906,000



Lone Star Cement Corporation plant under construction at Roanoke, Va. Lorimer & Rose-Roberts & Schaefer, Architects & Engineers.

A Tough Transportation Job

"The Southerner," crack train of the Southern Railway.

"TO develop the territory and foster faith in the South, its people and its opportunities." This is one of the Southern Railroad's major policies as stated by Ernest E. Norris, the Southern's president, in his recent annual message to stockholders.

Last year 142 new industries were located along the lines of the Southern Railway System. Equally, if not more significant 107 existing industries expanded, launching modernization and rehabilitation programs. And 53 new, large distribution warehouses were established and built along the railway's 8,000-mile system.

The industrial growth of the South is no "Johnny come lately." At the rate of more than one every "working day" for the past ten years, a new industry has been established along the Southern's lines, an existing industry has been expanded, or a new distribution warehouse has been built to better serve the growing needs of the territory. The total figure for the ten years is 2,881; of which 1,856 represent new industries, 773 are additions to existing plants, and 252 are distributing warehouses.

With the vast industrial and agricultural potentials of its territory being called upon anew to meet urgent needs of national defense, the Southern is in admirable position, thanks to huge expenditures for improved facilities, motive power and rolling stock—to meet present and future transportation demands.

To Meet the Need—"There's a tough transportation job ahead," President Norris declares, "but the Southern is better prepared than ever before in its history—financially and physically—to serve the South and our country."

As an example, he pointed out that in 1950 the railway completed or authorized such projects as enlarging and modernizing existing yards, or building new yards—both moves designed to speed the handling of vital shipments—constructing new shops and bridges; relocating line, and buying new diesel motive power and freight cars. The cost totaled considerably in excess of \$50,000,000.

Primary emphasis is being placed on freight yard improvements. Recently

completed is a major yard betterment at Atlanta, Georgia. The project, at Inman Yard, cost over \$2,000,000. Some others are a modern car-retarder hump yard at Knoxville, Tenn., costing some \$2,750,000; new freight facilities costing over \$2,000,000 at New Orleans. The largest single project is at Birmingham, Ala., where ground has been broken for a new and ultra-modern car-retarder hump yard costing about \$9,000,000.

To operate over its rails and through those yards, the Southern now has in service or on order 745 diesel locomotive units, and in little more than a decade, since 1940, it has invested over \$153,000,

This is an article about some of the accomplishments of one of the South's great railroads. We are happy to present it to our readers as one example of the progressive business leadership that assures an accelerated continuation of Southern prosperity.

000 in new diesel power and freight and passenger cars. Here again, the emphasis has been placed upon freight service, although passenger service has been anything but neglected. Within the last two years the Southern has placed into service about \$11,500,000 worth of new, lightweight, streamlined passenger cars.

Behind this intensified effort, Mr. Norris said, is the realization that the Southern's plant and facilities, although adequate for normal needs, would be called upon to meet the expanding traffic of national defense preparations while, at the same time, continuing to handle efficiently the normal heavy traffic that moves over Southern rails.

Boosting the South—As a part of its efforts to "do everything possible" the

Southern constantly calls the attention of industrialists throughout the country to the attractiveness of the South as a location for industry. By means of advertisements in nationally-circulated magazines and newspapers the railway, month after month, year after year, invites industry to "Look Ahead—Look South!" It has some excellent examples to point to. For instance:

The Masonite Corporation was organized in Laurel, Mississippi, in September, 1926, and went into production with 111 employees in 1927. At the end of 1947 it was employing 3,000 people in Laurel; paid out in wages that same year (in Laurel) the sum of \$6,207,000; and paid out for raw materials purchased in Laurel (mostly pulpwood) a total of \$4,266,000.

Early in 1950 the first newsprint made from southern pine rolled from huge paper-making machines of the first newsprint mill in the Southeastern part of the country. The plant was built at a cost of \$32 million, at a point served by the Southern in Alabama. At another point, in North Carolina, construction was started on the world's most modern cellophane plant . . . a plant scheduled to be in production by the coming September. A new rayon plant is going up at a cost of between \$15 and \$20 million; another rayon plant is expanding to the tune of \$3.5 million. A large addition is being made to a \$40 million cellophane plant that started production slightly over a year ago at Rock Hill, S. C. Pulp and paper mills have blossomed throughout the area.

More Than Transportation—Only by going far beyond its primary job of transportation, and making its slogan "The Southern Serves the South" an accepted, indisputable fact; only by living up to its unchanging policy of developing its territory and fostering faith in the South, its people and its opportunities; and only by conducting its business in such an efficient manner that it can pay a fair return to the owners of the property has the Southern succeeded. . . .

"And," in the words of the Southern's President Norris, "with this steadfast faith, and these principles, we confidently approach the future years."

Dallas' Decade of Growth

By Thomas W. Finney

THE better-than 250% city—such is the measure of a decade of growth in the Dallas economy, and generally speaking, Big "D" continues as a distribution-wholesale center. In the census decade from 1939 to 1948, our gain in this phase of our economy was 358%. Manufacturing experienced a similar increase from 1939 to 1947, amounting to 289%. Naturally, Dallas retail sales would zoom; and they did some 276% from 1939 to 1948.

Now what has made friendly Big "D" zip along at such a high and outstanding rate of increase? The answer is, Markets. People and income make markets.

Population-wise, the Dallas city plus the 4 island cities approach 500,000 people, up 47% with an increase of 1,248 people per month in the period from 1940 to 1950. Dallas County has more than 600,000 people, up 54% since 1940, with a density at present of 686 persons per square mile. Undoubtedly the largest metropolitan market in the South or Southwest is Dallas County plus Tarrant County with some 1,000,000 people. Within a 100-mile radius of Dallas there are more than 2,000,000 people. In the Dallas Southwest, our logical integrated market—Texas, Louisiana, Mississippi, western Tennessee, Arkansas, Oklahoma and New Mexico—there are over 18,000,000 people.

Along with population increases have come similar increases in income, more dollars with which to buy—and conversely, a measure of the growth of our economy. A recent estimate of the Dallas family's net effective buying income was \$5,401, in contrast to \$3,295 in 1941. In aggregates, Dallas County non-farm salary and wage payments have been estimated at \$579,000,000 in 1949 against \$422,000,000 in 1947. Statewide, per capita income has increased from \$485 in 1941 to \$1,205 in 1949. In our Southwest, income from all sources in 1948 approximated 9% of the nation's total as against only 7.2% in 1929.

Now, upon what supports do the people and income of Dallas depend? Incidentally, note should be made that there are 264,000 persons employed in our labor market area in contrast to 155,000 for 1940. There now are 58,000 in manufacturing employment (27,000 in 1940), and 206,000 in non-manufacturing businesses (129,000 in 1940).

Merchandising, wholesaling, warehousing, and distribution are still most important to Dallas, historically and logically. Dallas County showed the largest relative increase in the 1948-Business Census of any of the nation's 50 counties with the largest volume of wholesale sales. We now rank 14th dollarwise, al-

though only 22nd in population. We are a \$2.2 billion dollar wholesale market; 25% of the state's wholesale business is in and from Dallas.

Manufacturing of the "light" type—including both producer and consumer goods, and products for regional and national markets—quadrupled in "value added" over 1939 to some \$239,000,000 in 1947. This growth is a logical consequence of the Dallas-pattern of first a salesman, then a sales office, then a warehouse, and then production facilities.

The scope of our retail trade is both local and area-wide. \$709,000,000 of sales in 1948 were rung up by Dallas merchants. Our percentage gain over 1939 was the greatest of the 32 leading central cities of more than 250,000 inhabitants in the 32 leading metropolitan areas of the nation. 11% of the state's retail business was done in Dallas, although the city has only 8% of the state's population.

Dallas is a petroleum industry center and headquarters city. Major and independent oil companies are here, with home offices or regional set-ups. Oil field equipment and supply companies add prestige to our oil industry position. The drilling industry, the technical service companies, and other oil industry components lend further credence to Dallas as an oil center. Petroleum industry associations such as the Production Office of the API, Texas Mid-Continent Oil and Gas Association, The American Association of Oilwell Drilling Contractors, and other agencies have their headquarters here. Note must also be made of the large number of independent operators, royalty dealers and others of the oil fraternity located here.

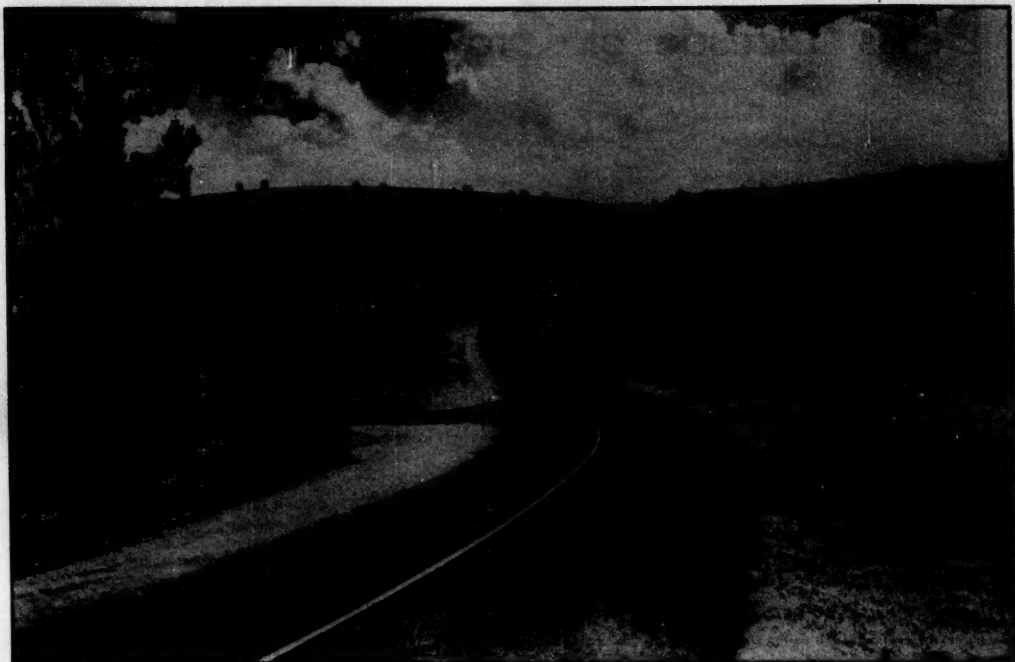
As a financial center, Dallas dominates the Southwest. The Federal Reserve Bank of Dallas serves our area well. Our Dallas banks are dynamic forces in the development of our economy, and they exert influence over a wide area and in many segments of business, particularly the petroleum industry. Our investment houses and our Dallas securities market are energetic and fundamental factors for past and continued growth.

With more than 100 insurance companies having home offices in Dallas, we are an insurance center of national influence. This is the second ranking city in the nation based on the number of home-officed legal reserve life insurance companies. Increasingly, regional offices of nationwide insurance companies are being established here as these firms re-enter Texas. Not only for the underwriting of insurance, but also from the standpoint of investment in Dallas and Texas business enterprise are insurance funds important.

The many federal and state agencies in Dallas also emphasize our dominant geographic and regional positions. Because of excellent transportation and communication facilities, Dallas increasingly is receiving new regional and area offices, broadening our economy through stability of employment, relatively high income levels, and an increased number of workers to live and spend in Dallas.



Thomas W. Finney, manager of the Industrial Department of the Dallas Chamber of Commerce, is one of the best trained industrial economic analysts in the nation. His work and that of his staff are important contributions to Dallas' continuing growth. (Photo Courtesy "Town North," Dallas, Tex.)



Skytop Drive—An exciting adventure in motoring. Skimming mountain crests for nearly 500 miles, the Blue Ridge Parkway connects the Great Smoky Mountain National Park in North Carolina with the Shenandoah National Park in Virginia.

Tourist Trade is Big Business

Efforts in behalf of new income from this industry in the South are encouraging but fall short of their potential benefit.

By Caldwell R. Walker

THE South is one of the Nation's most appealing recreational regions. Potential resort beaches rim the entire eastern and southern borders of the area and, in both upland and lowland, literally thousands of beautiful inland streams and lakes are to be found. Mountains, bountifully stocked with wild game, and unsurpassed in scenic beauty, span a good portion of the northern border and reach down deep into the heart of the region. In addition to these abundant natural resources the Southland is incomparably rich in the history and traditions of this nation.

With such a profusion of natural advantages as selling points, it is easy to understand why development agencies throughout the South are becoming ever-increasingly alert to the opportunity that knocks so loudly.

In a practical sense, traveling for pleasure is a human pursuit that involves more than recreation and enjoyment. For those states that enjoy an influx of tourists, their coming means expendi-

tures of a number of types. Expenditures mean added business volume. Business volume means wages and profits—in other words income, the objective of all business enterprise.

A good job is being done in the South toward developing greater volume of tourist trade but the job is far from complete. It is the purpose of this article to point out why this is so.

On a National Basis—First, take a view of tourist trade on a national basis. From data collected for the 1951 *Blue Book of Southern Progress*, now being distributed, it is estimated that expenditures for travel in the United States amounted to \$14.8 billion in 1950. This amount represents 6.3 per cent of national income as estimated by the U. S. Department of Commerce, and 7 per cent of income from private enterprise as shown in the 1951 *Blue Book*.

If all the combined claims of state chambers of commerce were lumped together, their total would undoubtedly

considerably exceed the amount of the *Blue Book* estimate. It is not illogical that this should be so, when purposes are given due weight. The *Blue Book* is traditionally conservative, whereas the very nature of development agency assignment inclines their assertions toward the upward side. In any event, seven per cent of income would seem to be a fairly liberal allowance for this one phase of consumer expenditures.

Based on *Blue Book* samplings, dollar volume of tourist expenditures within the various regions of the country ran as follows in 1950:

New England, \$925 million; Middle Atlantic States, \$3,635 million; East North Central, \$2,452 million; West North Central, \$1,202 million; South Atlantic, \$1,871 million; East South Central, \$515 million; West South Central, \$1,132 million; Mountain States, \$1,042 million; Pacific States, \$2,030 million; United States, \$14,805 million.

Inflow vs. Outflow—Now comes a point that appears to be generally overlooked. At least it is rarely, if ever, mentioned. The wherewithal for these nearly \$15 billion of expenditures does not drop like manna from the sky. Whenever one region, or state, gains income from tourist inflow, some other or others, loses the equivalent. For this reason it is not enough to say that some certain state is doing fine with its tourist business when it takes in so many hundreds of million dollars. That same state may be pouring out into other areas considerably more than it takes in. The case is not

closed until entries have been made on both sides of the ledger.

It is not a difficult matter to form estimates of tourist inflow. Records of hotels and other enterprise elements furnish sound material upon which to base such estimates. When it comes to estimating tourist outflow, however, there are absolutely no records of business that can be used for the purpose. Some sort of perpetual census, over a full year's period might possibly form the basis for such an estimate, but administration of any such scheme would be highly intricate and difficult.

There is, nevertheless, one method that can be used with fair assumption of its accuracy. Primarily, it is based upon the fact that Americans are Americans wherever they may be found. In their habits respecting expenditure they are pretty much the same whether they be found north or south, east or west. All seem to like to travel.

Taking this known fact as a primary assumption, it is fair to conclude that each American spends equivalently to satisfy this universal urge. In such case income would furnish the fuel for incentive, and lack of it deterrence in fulfillment of the urge.

Based on regional income, the following, according to this method of reasoning, would be the amount of tourist outflow which each region would give up to other regions:

New England, \$913 million; Middle Atlantic, \$3,380 million; East North Central, \$3,382 million; West North Central, \$1,426 million; South Atlantic, \$1,670 million; East South Central, \$708 million; West South Central, \$1,206 million; Mountain States, \$499 million; Pacific States, \$1,621 million; United States, \$14,905 million.

It will be noted that the total of this tabulation of tourist outflow equals the total of tourist inflow presented in a foregoing paragraph. If it be of an interstate nature, and that is the type of travel being dealt with here, tourist outflow and inflow must balance, with some regions or states benefiting therefrom, others losing.

Striking a balance between the two tabulations, the result is the following gains and losses:

New England, gain \$12 million; Middle Atlantic, gain \$255 million; East North Central, loss \$930 million; West North Central, loss \$224 million; South Atlantic, gain \$201 million; East South Central, loss \$193 million; West South Central, loss \$74 million; Mountain States, gain \$543 million; Pacific States, gain \$410 million; United States, gain and loss even.

Some objection may be raised to the foregoing conclusions by such regions as California and Florida on the grounds that a great portion of their assumed outflow would not travel beyond their own borders, but would sojourn away from home still somewhere within their respective area.

Such a situation is undoubtedly safe to assume, but it must be remembered at the same time that credit will already have been given for such traffic in the tabulation of tourist inflow; also that

tourist trade of this sort is not actually the type that brings in new income. Travelers such as these probably spend little if any more on the road than they would have spent had they remained at home.

Admitting that discrepancies are possible, even probable, in summation of an industry regarding which so few data have been methodically gathered, it is nevertheless also true that on a comparative basis the foregoing picture is likely to be accurate. Where discrepancies occur, they will be with respect to the industry in general, not with respect to individual regions. And that is the point that must be given greatest significance. After all, this trade is purely a matter of competition between regions.

Two-way Street—The purpose here is to point out to Southerners that traveling for pleasure is a two-way street. If more travelers pass along it toward outlying regions than traverse it in inbound direction, the net balance is a loss.

Do we direct enough attention toward selling our own people on the enjoyments to be found near home, or are we broadcasting recreational wares only to far places? It is worth looking into.

In any event, efforts should be unslackening in the matter of constantly improving the recreational havens provided the South by nature, and in making known to the country, far and near, the unsurpassed value of the enjoyments to be found therein.

As a whole, the 16 states show tourist outflow of \$3,914 million, inflow of \$3,887 million, a net loss of \$27 million. This is far from the amount that the South, with its natural advantages in combination with its human ingenuity, is capable of putting on display.

(Detailed data of any individual states may be had by writing *Blue Book of Southern Progress*, c/o MANUFACTURERS RECORD, Baltimore 3, Md.)



Tuckasee Falls, near Bryson City, North Carolina. One of many spectacular falls in the area

SGA Meeting

More than 1400 gas industry dignitaries converged on Biloxi, Miss., on April 23 for the 43rd annual convention of the Southern Gas Association. The three day meeting was packed with a distinguished list of speakers drawn from business and industry all over the nation. A chief attraction was the address by D. A. Hulcy of Dallas, president of the American Gas Association, on April 24. Mr. Hulcy sounded the industry's challenge for the times—"A United Gas Industry Speaks." The first day's session at the Buena Vista included reports by S. G. A. president, Carl H. Horne of the Alabama Gas Corporation, Birmingham, and managing director Robert R. Suttle of Dallas. A talk, "Nearer than you Think" was given by the Gulfport, Mississippi, Editor Clayton Rand.

The general session on April 25 heard Dr. Watrous H. Irons, vice-president of the Federal Reserve Bank of Dallas, discuss "Economic Effects of the Federal Reserve System," and Walter Couper of Industrial Relations Counselors, Inc., of New York, give "An Appraisal of Employee Relations Trends."

The Southern Gas Association increased its territorial coverage to a fourteenth state during the convention. Members from Kentucky were admitted.

In his year end review of the industry's growth, Mr. Hulcy reported spectacular new highs in the number of customers served, volume of gas sold, and capital expenditure for new construction and plant expansion.

"The gas industry has grown from a \$5 billion industry to an \$8-billion industry at the end of 1950," he stated. "If peace prevails there is every reason to believe the gas industry will enjoy a successful year in 1951, and we stand ready as in the past to do our full share in helping our nation to meet any emergency that may arise."

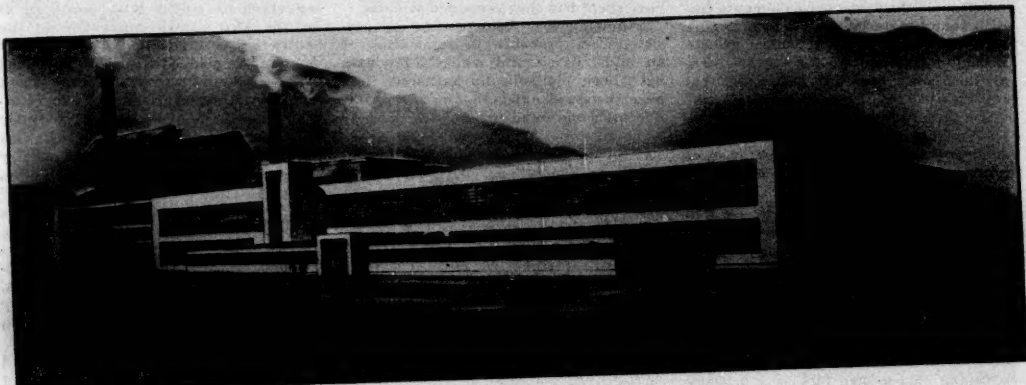
Gas utilities at the end of 1950, were serving 24,362,000 customers including about 331,000 customers who receive LP-Gas directly from utility gas mains. This was a gain of 3.3% over 1949.

Of the total number of customers served, 14,894,000 were receiving natural gas, a gain of 12.7% over the previous year. Manufactured gas customers declined about 14.8% during the year to total about 7,197,000; mixed gas customers totaled about 1,949,000, a gain of 24.8% over 1949. The decline in the manufactured branch of the industry reflects the effect of the changeover by several large gas utility companies to the distribution of straight natural gas or to mixed gas distribution during the year.

Revenues from the sale of gas almost reached the \$2 billion mark and utility income alone showed a gain of 16% over 1949. Natural gas staged a spectacular rise of 25% while manufactured gas declined 4.3% under 1949. Mixed gas gained 18.8% over the previous year.

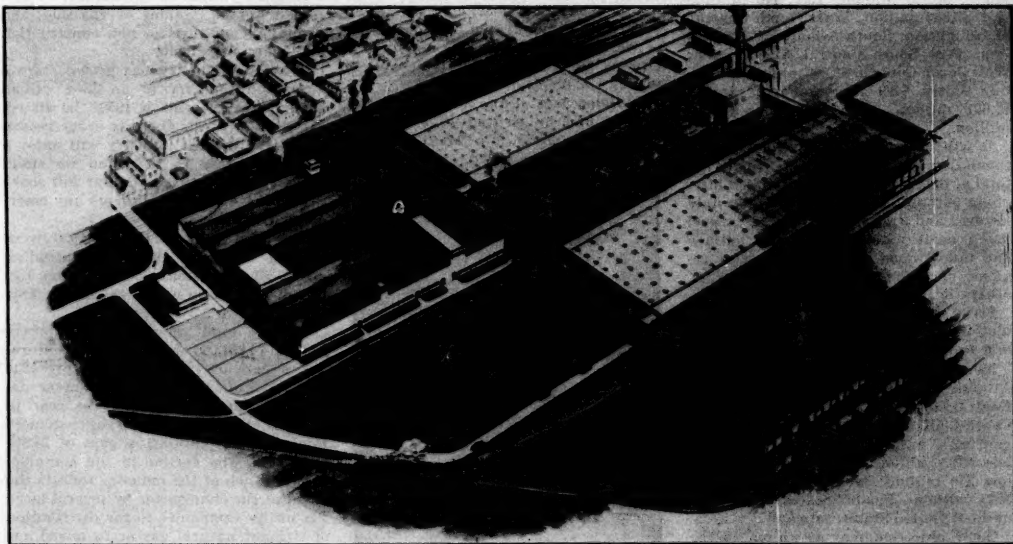
The natural gas industry, Mr. Hulcy declared, reached new peaks in 1950 and showed every indication that it will progress further in the year ahead.

INDUSTRIAL EXPANSION



IN KENTUCKY

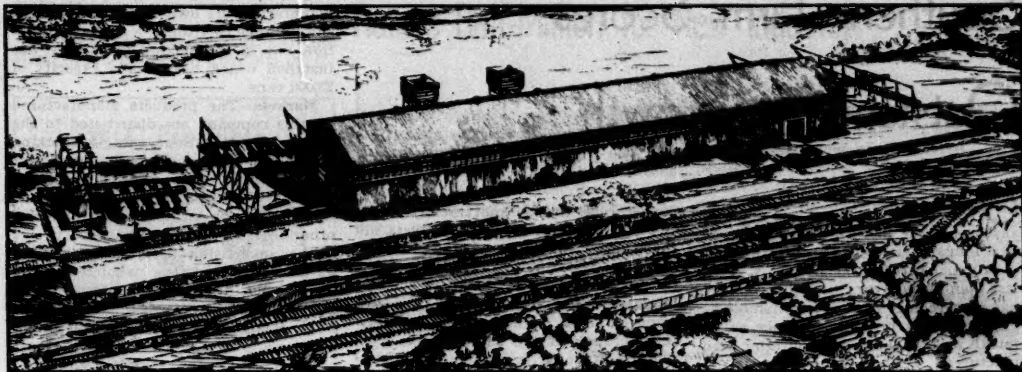
Corning Glass Works will build this new plant at Danville. Designed for the manufacture of glass bulbs and tubing, the building will have a floor area of 270,000 sq. ft. Construction is scheduled to begin immediately.



In LOUISIANA

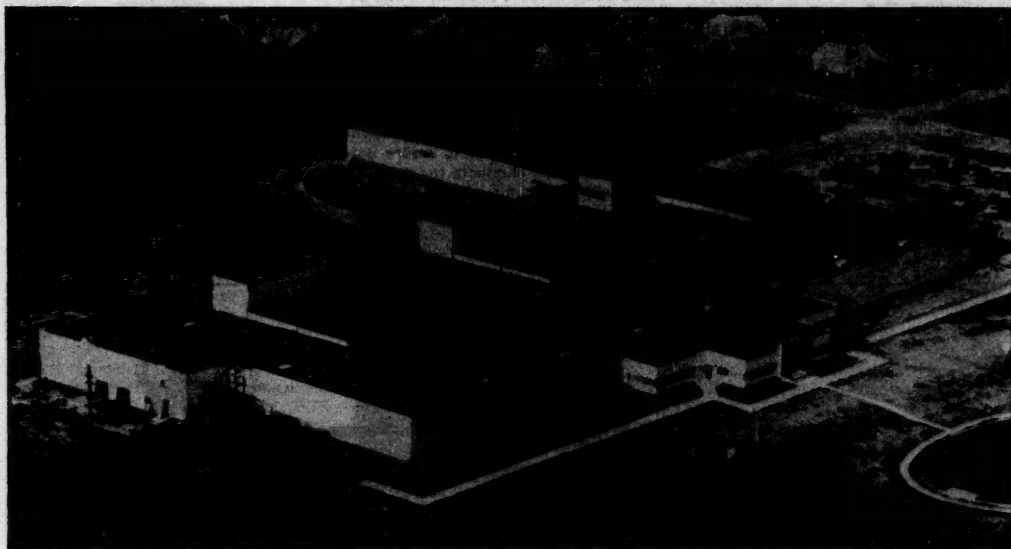
The first pile-driving on the new two-million dollar International Harvester twine mill at New Orleans took place on April 9th. The plant will cover about 224,000 sq. ft. of manufacturing space. It is estimated that 750 people will be employed there.

INDUSTRIAL EXPANSION



IN TENNESSEE

New plant of Kerrigan Iron Works on Cumberland River in Nashville. The building is equipped for rail and barge shipments as well as shipment by truck. Kerrigan expects to occupy this new facility by June 1st.



IN SOUTH CAROLINA

Deering-Millikin McCormick Mill, located at McCormick, is expanding. The addition will occupy the area in the photograph above, required to square out the existing space between the main building and the small wing to the right rear.

Southern Firm Scores Outstanding Growth

ONE of the most direct and emphatic answers to the South's need for diversified industry is WIX Accessories Corporation, located in Gastonia, N. C. In less than twelve years' time this company has muchroomed from a very humble beginning to its present eminence as the fourth largest automotive oil filter manufacturer.

Beginnings—The story begins in 1939 when J. D. Wicks, an expert on oil filter structure, was directed to Gastonia as the logical source of supply for fine cotton threads to be used in filter manufacture. He presented this idea to a group of interested Gastonia citizens and so impressed them with its possibilities that a company was immediately formed.

With a staff of only four people, the WIX company began operations in 400 feet of floor space—a mere cubbyhole compared with the 100,000 square feet it occupies today. In those days the machines were hand operated and clumsy, and this meant that each filter cartridge was slowly and laboriously assembled. But the plant today is equipped with modern, efficient machinery, most of it designed and built especially for the purpose it serves.

Products—More than 200 various filter models are now manufactured by this company, ranging from the smallest fuel filter to large Diesel engine installations, and it is recognized as having the most complete coverage in the filter field. Passenger cars, trucks, and tractors create

the heaviest demand for its products, but there are WIX models to cover the needs of every type and size of engine in the industrial field.

Reasons For Success—Location—An essential factor in the unusually successful operation of this industry has been the advantage of its location in a textile center where the choicest raw materials were close at hand. Fine cotton thread waste is bought from mills in Gaston and adjoining counties and is blended and processed in an exclusive way. The company has become one of the largest thread waste users in the entire South and is one of the few oil filter manufacturers to operate its own processing department.

Know How—Another important factor in this company's success has been the unusual amount of skill and concentrated effort devoted to research and development of its product. This program has resulted in constant improvements and additions to the line.

WIX features a sock-covered cartridge filter refill which is precision packed, under electronic control, with selected, blended cotton threads. A special "Micro-Pore" construction tends to assure uniform density and eliminate the channeling of oil. The company also manufactures a line of attractively lithographed can-type cartridges.

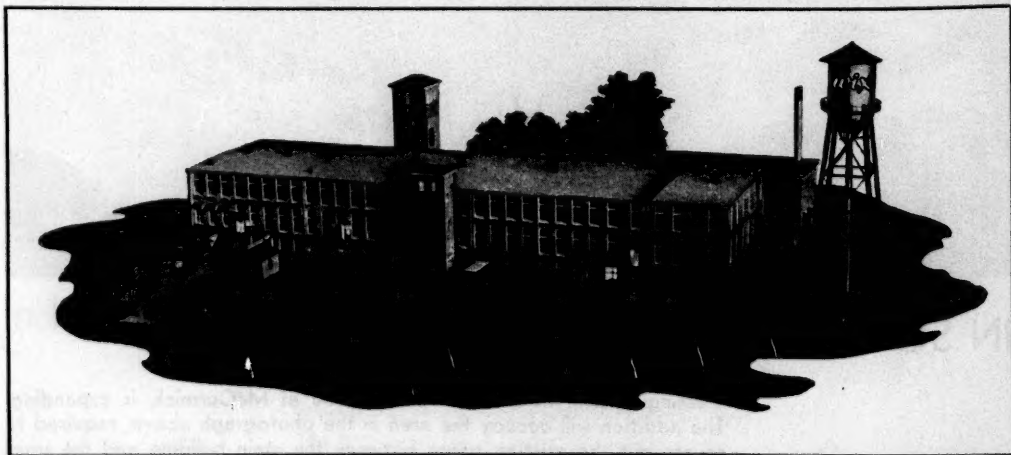
Since the sock-type cartridges required the use of thousands of pounds of knitted material weekly, the company set up its own 25-machine knitting department to manufacture its own sock covering. For the can-type cartridges, a special production line of can-making machinery was installed which has a daily capacity of 25,000 cans.

Markets—The products manufactured by this company are distributed to the trade—service stations, garages, trucking companies, etc.—through automotive parts jobbers. The sales organization consists of fifty-six representatives and direct salesmen located in Gastonia and other cities throughout the country.

The advertising program is directed variously toward the wholesaler, the dealer, and the ultimate consumer. WIX ads have appeared in Saturday Evening Post, Country Gentleman, Successful Farming, and other well known magazines, and they are regularly found in all the leading automotive trade journals. A vigorous program of cooperative advertising is now under way to aid the retail outlets in a campaign of "engineered selling."

New Products—Recently a little gadget known as the WIX Dirtector made its appearance and has been basking in the limelight of the "engineered selling" campaign. The Dirtector consists of a sturdy plastic flashlight, the head of which contains fully enclosed samples of new oil and an open depression. A service station attendant, checking his customer's oil, drops oil from his dipstick into the open cavity and snaps on the Dirtector light. This allows the customer to compare his own oil—often filled with dangerous particles of dirt and metal abrasions—with the samples of clean oil in the Dirtector. The result has increased filter sales to such an extent that the device has become popular among service stations and dealers.

Organization—The organization is the owner of a modern filter factory in Toronto, Canada—WIX Accessories Cor-



Main plant of Wix Accessories Corporation, automotive oil filter manufacturers, at Gastonia, N. C.

poration, Ltd. This concern has had a history of growth and prosperity similar to that of the parent company and now ranks as a leader in filter manufacture in Canada.

A wholly owned subsidiary, Carolina Metal Products, Inc., in Charlotte, N. C.,

Birmingham's Committee of 100 Raises Half-Million for New Industry

IN a whirlwind one-week, record-breaking fund-raising drive, launched April 2 by a Committee of 100 of the district's business leaders, 309 firms and citizens of Jefferson County subscribed \$552,362 for a national promotional campaign to bring new industries, warehouses and sales offices into Birmingham.

The drive quota was \$500,000. When campaign headquarters closed at noon Saturday, April 7, this had already been exceeded by over \$50,000, with many more subscriptions still outstanding. Fund appeal leaders were confident that total pledges to the promotional effort would reach \$560,000. Included in the total was a contribution of \$100,000 by the Alabama Power Company which pledged this amount conditional on the community subscribing \$400,000.

Plans contemplate expenditure of \$100,000 yearly over a period of five years for national advertising, preparation of prospectuses and literature presenting Birmingham's advantages and defraying the expenses of groups of citizens who personally will solicit prospects.

Organization of the nationwide Birmingham district promotional campaign was inspired by the success of the Committee of 100 representative business leaders in bringing to the district last year 26 major industries, employing upwards of 6,000, in addition to many smaller enterprises.

The Committee of 100 was organized in December 1949 as an adjunct of the Birmingham Chamber of Commerce. It is headed by Clarence B. Hanson, Jr., publisher of the *Birmingham News*, and numbers in its membership the executives of the district's leading manufacturing, retail and wholesale establishments. Functioning on a limited budget, the committee first demonstrated in its one year effort what could be accomplished by soundly planned and well-directed promotional activities before seeking funds for the expanded program.

The committee's successful fund raising effort was directed by William W. French, president Moore-Handley Hardware Company; William P. Engel, realtor and president of the Birmingham Chamber of Commerce, under an organization plan prepared by Mervyn H. Sterne, investment banker. Chambers of Commerce in other Jefferson County communities, including Bessemer, Fairfield, Leeds and Tarrant, joined Birmingham in the civic enterprise.

In presenting the need at this time for the half-million-dollar district development fund, campaign leaders emphasized the sharp rise in Alabama's consumer buying power, the expansion of the district's steel and power supply, the widespread attention that the Southeast is attracting and the rapidly increasing decentralization of American industry.



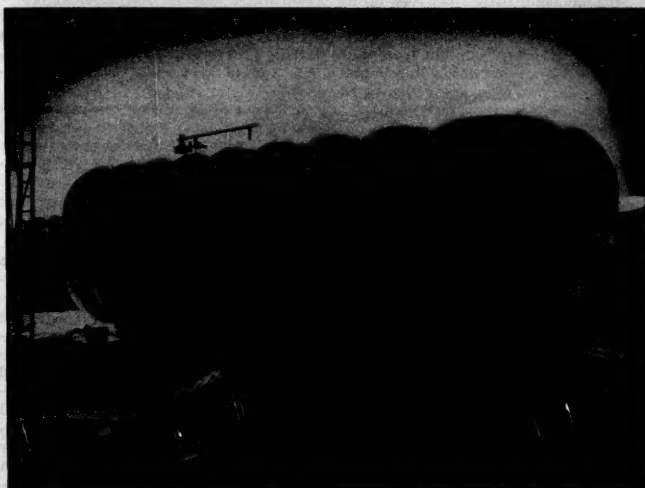
is one of the most complete heavy stamping and metal working plants in the South. In addition to making filter shells, it also manufactures safety signs, metal furniture, truck and tractor parts, and other types of steel products for various manufacturers throughout the Southeast.

On Diamond-T trucks, Harnischfeger and Wisconsin engines, and Case, Oliver, and Minneapolis-Moline tractors, WIX filters are now standard equipment and are installed at these factories.

Warehouses in Chicago, Kansas City, Los Angeles, and Minneapolis facilitate the distribution of WIX products throughout the United States, and an active export department in New York City handles shipments all over the world.

Allen H. Sims, prominent Gastonia business executive and one of the organizers of the company, is president. Mr. Sims is also executive vice-president of the Citizens National Bank in Gastonia. J. D. Wicks is vice-president and sales manager, and J. C. Roberts, vice-president and treasurer of Textiles, Inc., is secretary. There are six other active officers of the company.

Multi-sphere



View of 30,000 gallon Horton Multi-sphere built by the Chicago Bridge & Iron Company, Chicago, Ill., for the Superior Dade Gas Corporation at Fort Lauderdale, Fla. This structure is 11 ft. 6 in. by 34 ft. 4 in., and it is designed for a working pressure of 250 lbs. per sq. inch. It is used to store propane.

To assure profits controls must be studied

By Sidney Fish

ON the surface, business conditions seem to be moving in two directions at the same time. For the large basic industries in the South and the many centers where defense plants are rapidly expanding production, the trend is steadily upward.

But in the civilian durable goods lines, production is being cut back in some cases as a result of Government orders requiring reduced use of scarce metals, and in other cases because production in the first four months of the year has held up surprisingly well, and as a result output has, for a time, been in excess of civilian demand. The latter development represents the public's waning fears of a big-scale war, and the piling up of inventories in anticipation of continued high-level buying.

The big basic trend remains unchanged. The civilian economy is going to be steadily reduced until 1952. The Director of Defense Mobilization has stated plainly that an upturn in civilian production, and relaxation of the Government's many controls, is not to be expected before late in 1952 or early in 1953. Great dangers still exist in the world as a result of the Soviet menace.

The outlook for the next few months is one of steadily widening Government controls over the economy—controls over materials, controls over prices, controls over the wages and salaries that may be paid workers. In recent months, the Government has made little effort to enforce the controls that it has imposed. It has relied on what has been almost the equivalent of an honor system, but from now on the controls are not only going to bite much deeper, but they are going to be enforced much more rigorously.

Here are how the most important controls are shaping up, along with the measures that should be taken by businessmen to deal with them:

Materials and Production—The National Production Authority has announced that it will place a new type of Controlled Materials Plan in effect as of July 1. This new CMP will be of the open-end type, that is, it will schedule production of steel, copper and aluminum and allocate supplies of those metals only to the defense industries, and defense-supporting lines.

This means that all other industries, including the so-called non-essential civilian durable goods industries, will have to compete sharply for a much smaller supply of basic metals in a free market.

A crisis thus arises for many non-essential industries that have not been able to book defense contracts, and which henceforth may be forced to cut their output to levels well below the break-

even point, as a result of materials shortages, etc.

Several steps are indicated to meet this situation:

1. The producer affected by such cutbacks must redouble his efforts to book a defense contract.

2. He must intensify his appeals to NPA for adjustments under the cutback orders. For example, he should not only file formal appeals, in writing, with NPA, but he should consider filing the appeal in person with the NPA divisions from which he wants authority to use more steel, copper, aluminum or other scarce materials. He should send his representative or Senator a copy of this appeal, and if he has a union in his plant, he should ask the union to support his application. He should show that the cutbacks will cause financial losses, distress to workers, interfere with plans for future defense production, etc. Note, too, that NPA has set up a new appeals board, under T. Munford Boyd, of the University of Virginia, to hear appeals for adjustments.

3. If his industry is labeled non-essential, under the lists of products issued by NPA in connection with the Controlled Material Plan, he should investigate whether his product actually does not fulfill some essential or defense-supporting needs. Often the distinction made between essential and non-essential productions by Government agencies is an artificial one, and will not stand up under close inspection. If your product is one that is essential and if it is classified wrongly by NPA, do not hesitate to press for the proper classification that will enable you to keep your organization together.

4. If your product is hit during the next few months either by a reduced demand for your product, or by NPA orders which require lower levels of production, explore whether you cannot shift your output into other lines, including essential ones that will enable you to maintain a higher rate of production.

5. Make full use of foreign metals to support your production rate. NPA's Regulation 1, section 10.11, says that a person may import any material acquired prior to landing "without regard to inventory restrictions of this part." If inventories thereby go above the prescribed maximums of NPA, further domestic deliveries are not permitted until the total inventory returns to allowed levels. Skillful use of this provision will enable many industries to support higher production rates than if dependence is solely on domestic suppliers of steel, copper, aluminum, nickel, etc.

Price Controls—There is no question but that price controls are going to be

drafted to squeeze manufacturers' profit margins. Already, tailor-made ceilings for several individual industries have been issued by the Office of Price Stabilization, and in each case, important elements of cost absorption were included in the regulations. These regulations replace the General Ceiling Price Regulation, issued Jan. 26, 1951.

Economic Stabilizer Eric Johnston has announced that he favors permitting price relief for manufacturers for higher costs of labor and materials incurred since the beginning of the Korean War. But he wants to rule out any permissible rise in prices, as long as the individual company's profits remain 85 per cent of the average of the three best years during the four-year period, 1946-49.

In anticipation of such a squeeze, manufacturers should shift their production now from low profit items to high profit items, wherever the competitive situation is such that this move can be made. NPA is planning an order under which producers may be required to notify it in advance of any discontinuance of any line that accounted for 10 per cent or more of the producers' sales.

Under such circumstances, it is clear that the producer should try to change his line of products to afford better results, before he is barred by NPA from doing so.

The manufacturer should also study ways to reduce costs and thus improve profit margins. If a new piece of materials handling equipment can cut labor costs, for example, it is possible that you will be able to obtain quick delivery through use of DO-37 priorities, whether or not you are engaged in defense production. But remember that such a purchase under Regulation 1, cannot exceed a cost of \$750. In addition, overhead costs should be reduced wherever possible.

If you are getting ready to produce defense supplies, make full use of the provisions of the Defense Production Act under which you can buy new plants or equipment and obtain approval to write them off at the rate of 20 per cent a year. Even if you do not need such equipment for normal peacetime production, remember that after you have bought it you can sell it and your profit on the written-down value will be taxed at only 25 per cent, as a capital gain.

Manufacturers, too, should study their costs and get ready to apply to NPA for price relief, if the OPS standards for their industry bear down too hard on them. For example, if industry-wide standards are placed in effect, individual producers will be allowed to appeal for relief from those standards. An effective cost-accounting procedure will aid such appeals, and will pay for itself handsomely under current excess profits taxes, too.

Wage and Salary Controls—The Government's wage stabilization machinery is partly ineffective in dealing with present conditions. The Wage Stabilization Board, after issuing 10 regulations in February, ceased to issue new orders. This came about as a result of the walk-out of labor leaders from WSB and other defense agencies in mid-February, part-

ly in protest over the alleged inadequacy of Regulation 6, which said that wages could not be raised more than 10 per cent above the levels of Jan. 15, 1950.

While it is likely that the labor leaders will soon return to their jobs in the defense machinery, employers seeking to raise wages to hold on to their working forces, or to avoid strikes, have been hampered in doing so. For example, employers are unable to rectify "inequities," where their workers receive less than workers in similar industries. This tends to step-up quits and turnover, for example, in industries which do not have cost of living escalator clauses. Under such "escalator" clauses, wages can be raised quarterly to keep step with the rise in the cost of living. The WSB regulation has authorized continued escalation of wage rates in contracts existing before Jan. 25, when wages were frozen. New contracts containing such provisions, however, have been barred by WSB rules.

Despite the handicaps imposed by WSB rules, employers can take certain steps to keep their workers contented. Here are some that are being used where labor "piracy" is causing losses of valued workers, or where labor shortages make it imperative to recruit new workers and keep a hold on experienced ones:

1. If necessary, agree to give a wage increase amounting to more than the 10 per cent maximum of WSB, but make it plain that you will be prevented from putting the rise in effect until WSB's rules are liberalized. Such increases, however, may be made retroactive to the date of the agreement, if you are willing to put that provision in the agreement.

2. If you have exhausted the full 10 per cent of allowable rises, see whether you have overlooked merit increases or length of service rises, which can be granted over and above the 10 per cent. You must, however, have had a plan in effect for such rises, as of Jan. 25, 1951.

3. Grant a cost of living clause retroactively, subject to future approval of WSB. Or grant new fringe awards, for pensions, etc., over and above the allowable 10 per cent wage rise, but make the implementation of such fringe benefits contingent on WSB approval.

In the absence of an established merit increase or length of service increase plan, the employer can still give such rises, based on the average determined by using either of the two formulas below:

Method 1—Using 1950 as a base year, divide the total amount of merit or length of service rises by the number of workers who got them.

Method 2—Divide the total amount of raises given by the number of increases. This method is particularly useful where individual workers got more than one merit or length of service rise in 1950.

Keep Good Records—One last word of caution. In respect to all Government controls, including those pertaining to materials, prices or wages, make sure that your records are in good shape, so that you can stand up under the inspection of enforcement officers.

Industrial Development Council Getting Results in Florida

Florida's bid for industries is getting results.

Using FP&L power, a large cement plant, expected to produce 1,400,000 barrels per year, will be operated by the Lehigh Portland Cement Company on 9500 acres of land purchased near Flagler Beach.

Plans for the plant are in work, Lehigh vice-president Roy N. Young, advises. It is expected that the plant will be built and placed in operation within approximately eight months.

It will be Florida's second cement plant and Florida Power & Light Company's largest industrial customer. At present the company's biggest industrial load at a single point of delivery is the Humphreys Gold Mining Corporation, near Starke, which uses over 20,000,000 kwh annually.

Estimates on the new Lehigh plant are that it will use 25,000,000 kwh annually.

Florida Power & Light Company will build three miles of 66,000-volt line to serve it. Demand is expected to reach 4500 kw or equivalent to the electric load of 4500 average homes.

Announcement of location of the new plant in Florida follows not long after Gov. Warren's appointment of the Council for the Industrial Development of Florida, of which Company President McGregor Smith is chairman. Although the council had no part in bringing the cement plant to Florida, it is the fore-

runner of other industries which the council expects to attract to the state.

At that time, when industries for Florida were looked upon with skepticism, the company inaugurated its program of promoting selective industries for the state. As a result, Florida Power & Light Company has underwritten and publicized considerable research into the state's industrial opportunities.

George Moody, chairman of the Flagler town commission, former member of the legislature, and former chairman of the Flagler County Commission, praised the company for its efforts.

"Everyone has admired the way Florida Power & Light Company has been promoting and publicizing our state's agricultural and industrial resources over the years," Mr. Moody said. "As far back as 1944, McGregor Smith, the company's president, began a program, using ads in newspapers and magazines, and radio announcements, to publicize Florida's opportunities and this program continues today.

"This valuable contribution to our state was recognized by Gov. Warren recently in appointing Mr. Smith to the governor's Council for the Industrial Development of Florida.

"The fact that the Lehigh Portland Cement Company considered other locations and then chose a Florida point for its large new plant is an indication that efforts to attract industry are getting results."



Unveiled at Kelly Air Force Base early last month was the new device, pictured above, which may revolutionize the handling of air freight. The first completely mechanical system of loading aircraft, this automatic conveyor system moves cargoes direct between a parked plane and the freight terminal, cutting hours off the time required to load and unload aircraft. A unique feature of the conveyor line is that it tucks itself away like a turtle in its shell, when it is not in use.

SOUTHERNERS AT WORK

D. A. Hulcy Named President of U. S. Chamber of Commerce

Dechard A. (Deck) Hulcy, who was moved from Texas in a covered wagon to escape boll weevil poverty when he was a boy, and who educated himself at nights through a correspondence school course, is the new president of the Chamber of Commerce of the United States.

He is president of the Lone Star Gas Company, Dallas, Tex., for which he went to work as an accounting department clerk in 1920, and also president of the American Gas Association, representative of the \$3,700,000,000 gas utility industry.

His election to the presidency of the world's largest business organization was announced at the close of the Chamber's 39th Annual Meeting. He has served on the Chamber's board of directors since 1946 and was a vice president during the past year.

With only eight grades of formal schooling to his credit, Hulcy received the honorary Doctor of Laws degree last year from Texas Wesleyan College, which cited him as follows: "Shining example of American genius and opportunity, overcoming lack of early education by an imperial will to achieve and grow."

One of the products of this "imperial will" has been the growth of the Lone Star Gas Company. Since Hulcy became president in 1940 the company has more than doubled in size and now operates 13,000 miles of pipelines serving 514,000 customers in 360 cities, towns and communities in Texas and Oklahoma. It produces gas and oil through a wholly owned subsidiary, the Lone Star Producing Company, set up in 1943, also with Hulcy as president.

Himself, Hulcy terms "just a lucky Texas country boy."

To the industry, he is known as one of the originators of the American Gas Association's now famous Promotion, Advertising and Research Committee and an early advocate of the Texas Railroad Commission's campaign to stop the waste of casinghead gas which a few years ago could be seen flaring skyward from every oil field. This waste Hulcy helped to overcome both by example in his company and by the development of technical methods of using the gas.

In the southwestern cities and towns where Lone Star operates, and where it is now pushing the sale of gas-fueled air conditioning systems to offset drops in heating gas sales during such milder-than-usual winters as in 1950, Deck Hulcy is known as the boundless civic worker.

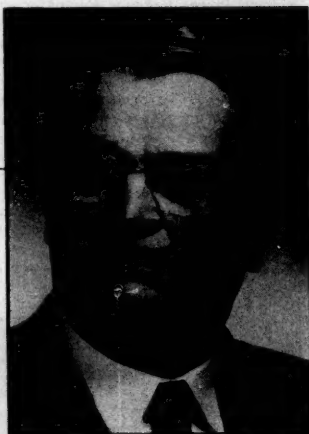
The needs and problems of customer communities are his personal as well as his company's concern. He has served three successive terms as president of the Dallas Chamber of Commerce, worked as

president and drive chairman for the Community Chest, and filled offices in many church, welfare and social organizations.

SSIC Holds Annual Meeting Names P. A. Redmond, President

At the recent meeting of the Board of Directors of the Southern States Industrial Council held in New Orleans, Mr. Paul A. Redmond, President of Alabama Mills, Inc., Birmingham, Alabama, was elected President for the current year.

Mr. Redmond is widely known in Alabama and throughout the South, particularly in the textile fields. He is Chairman of the Board of the Anchor Rome Mills at Rome, Georgia, a Director and Past President of the Associated Indus-



Paul A. Redmond

tries of Alabama, Past President of the Alabama Cotton Manufacturers Association and a Past Director of the American Cotton Manufacturers Association and of the Cotton-Textile Institute, Inc.

The Southern States Industrial Council was organized in 1933 and has grown steadily in numbers and influence since that date. The thought leading to its founding was that the sociological, political, and economic structure of the South demands an organization whose services are dedicated to its general welfare, an organization representing the South as a region.

The Southern States Industrial Council now serves as such an organization and represents the sixteen Southern States from Texas to Maryland, inclusive. The Council is established to foster and

promote the legitimate interests and welfare of the South; to provide a unified leadership for the Southern Region and to serve as a stimulating and coordinating agency; to conduct economic research and to collect and disseminate information on subjects of interest to its members and the public; to provide an orderly process for ascertaining and presenting the views of its constituency to legislative and other governmental bodies; and, in general, to provide a positive means whereby the South may seek constructive solutions for its economic problems and equality of treatment under the national policy.

The officers and Board of Directors of the Council are comprised of a President, five Regional Vice-Presidents, an Executive Committee, five Directors representing each of the sixteen states, and ten Directors-at Large. The Regional Vice-Presidents, also elected at the New Orleans meeting, are as follows:

For Maryland, Virginia, North and South Carolina—J. E. Baker, President, Baker-Cammack Hosiery Mills, Burlington, North Carolina. For Louisiana, Mississippi, and Texas—John U. Barr, 801 American Bank Bldg., New Orleans, Louisiana. For Tennessee, Kentucky, and West Virginia—A. L. Lynn, Vice-President, Island Creek Coal Company, Huntington, West Virginia. For Alabama, Georgia, and Florida—I. C. Milner, President, Gate City Mills Company, Atlanta, Georgia, and for Missouri, Arkansas, and Oklahoma—Robert Rast Cole, Vice-President, Monsanto Chemical Company, St. Louis, Missouri.

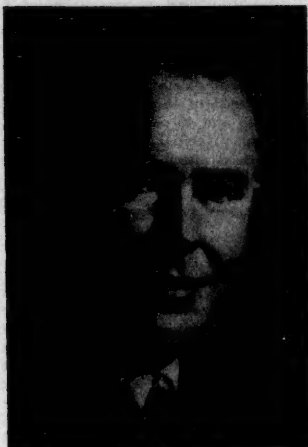
The headquarters of the Council is located at Nashville, Tennessee. The administrative officers are Thurman Sensing, Executive Vice-President; C. C. Gilbert, Treasurer; J. H. Ballew, Secretary and Associate-Counsel. The General Counsel, Tyre Taylor, is located in Washington, D. C.

Republic National of Dallas Names H. J. Court Vice President

The election of a vice-president and two assistant cashiers to the staff of the Republic National Bank of Dallas was announced recently by Fred F. Florence, President.

Henry J. Court, formerly of the Bank of America, was elected to Vice-President and will be associated with the Correspondent Bank Division. Sam L. Ballard, Jr. and Dewey H. Dean, Jr. were promoted to Assistant Cashier.

A native of South Dakota, Court has been identified with banking for some 33 years, during which time he has had experience in varied operations. In 1918 he joined the Phoenix Savings Bank and Trust Co. which is now the First National Bank of Arizona, and in 1932 he



Henry J. Court

became affiliated with the Bank of America, serving in the Corporation with Bank Relation Department.

Ballard is a native Texan who has been associated with Republic for 15 years. He has been identified with a number of departments, and at present is a member of the Credit Department. He attended Ennis High School, Texas Military College and Southern Methodist University.

Dean, also a member of the Credit Department, attended North Dallas High School and Southern Methodist University. He has been a member of the Republic staff since 1936 during which time he has been associated with a number of the bank's departments.

ASPSA Holds annual Meeting at Miami Beach, April 15-18

Highlighted by talks by several leaders in development agencies in Southern states, the annual meeting of the Association of State Planning and Development Agencies was held at Miami Beach, Florida, April 15 through 18th.

A hundred executive heads and their staff members attended the sessions, which were held mornings, afternoons, and evenings during the entire four day period.

Among the Southerners who attended were the following:

F. J. Barnes, Virginia Division of Planning and Economic Development.

W. O. Dobbins, Director Alabama State Planning Board.

Wayne Fletcher, Director Arkansas Resources and Development Commission.

Clark Gaines, Director Georgia Department of Commerce.

Joseph C. Herbert, Louisiana Dept. of Commerce and Industry.

George W. Hubley, Director Kentucky Agricultural and Industrial Development Board.

Paul Kelly, Assistant Director North Carolina Department of Conservation and Industry.

Charles F. Lynn, South Carolina Re-

search, Planning and Development Board.

Harold V. Miller, Director Tennessee Planning Commission.

H. H. Mobley, Assistant Director Missouri Dept. of Resources and Development.

Ferdinand Montagne, Vermillion Parish Development Board, Abbeville, Louisiana.

Prentiss Mooney, Director Missouri Department of Resources and Development.

I. Alvin Pasarew, Maryland State Planning Commission.

Lonnice E. Pope, Georgia Department of Commerce.

F. M. Sparling, Arkansas Resources and Development Commission.

Charles Stansel, Vermillion Parish Development Board.

Frank S. Walse, Louisiana Dept. of Public Works.

Howe Sadler, Director Florida Advertising Commission.

Frederick H. Bair, Florida State Improvement Commission.

Walter E. Keyes, Director Florida State Improvement Commission.

F. O. Schroeder, MANUFACTURERS RECORD, Baltimore.

Practically the entire Southern delegation took an active part in the program.

Resolutions passed by the members paid high compliments to the Florida State Improvement Commission, the Miami Beach Chamber of Commerce, the Florida Advertising Commission and the Florida Power and Light Company, who provided a constant program of entertainment and a liberal supply of Florida fruit products.

W. O. Dobbins was elected president for the coming year, and Wayne Fletcher was elected vice-president.

Fred H. Husbands Heads West Texas Chamber of Commerce

The 33-year-old regional West Texas Chamber of Commerce this year is undergoing an expansion of activities with emphasis on community level projects and services under the administrative direction of its new Executive Vice President and General Manager, Fred H. Husbands.

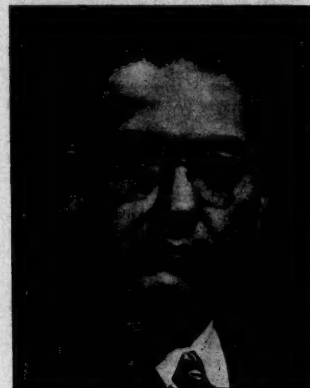
Eight major departments have been created for the 1951 program of work of the organization: Water Resources, Industrial, Community Services, Taxation and Legislation, Agriculture and Livestock, Traffic and Transportation, Publicity and Tourist Promotion, and Public Relations and Membership.

Husbands will personally direct the work of the Water Resources, Industrial, and Traffic and Transportation Departments. He has employed George A. Logan to manage the Agricultural and Livestock Department, James F. Melton as manager of the Taxation and Legislation Department, and Alden L. Cathey, manager of the Public Relations and Membership Department.

The organization serves the far-flung

West Texas area of 132 counties which is twice as large as all of the New England states combined, plus the state of New York. The entire area of 162,000 square miles comprises approximately two-thirds of the state of Texas.

Husbands came to West Texas from Waco in December. He has been associ-



Fred H. Husbands

ated with the Waco Chamber of Commerce since 1941, first as a member of the staff, and as general manager for the past seven years.

During his administration as general manager in Waco, he took the leadership in flood control projects, establishing military bases and depots in the area, industrial expansion and other important activities. Membership more than tripled during his administration.

Bendix Aviation Names Foster Vice President

Edward K. Foster, general manager of the Bendix Radio Division has recently been elected a vice president and mem-



Edward K. Foster

ber of the executive committee of Bendix Aviation Corporation. Mr. Foster will (Continued on page 48)

Southerners

(Continued from page 47)

continue as general manager of Bendix Radio and will continue to maintain headquarters at Towson, Maryland.

Houston Port Commission Names James W. Martin

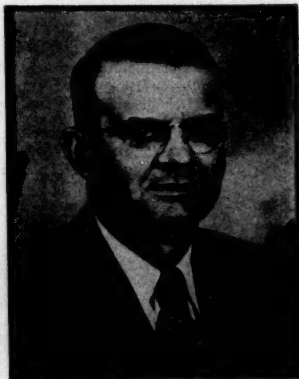
Appointment of James W. Martin, assistant manager of the Corpus Christi Chamber of Commerce, Corpus Christi, Texas, as executive assistant to Port Director W. F. Heavey has been announced by W. S. Bellows, chairman of the Houston Port Commission.

Mr. Martin will replace Dow Wynn, newly-appointed industrial director of the Houston Chamber of Commerce. He began his new work May 1.

Formerly an assistant manager of the Brownsville Chamber of Commerce and of the Lower Rio Grande Valley Chamber of Commerce, Mr. Martin is a graduate of the University of Texas with a major in foreign trade. His first job was with the foreign department of the National Bank of Commerce in San Antonio.

State Planning Group Names Wayne Fletcher President

Wayne Fletcher, director of the Arkansas Resources and Development Commission, was chosen president of the Southern Association of State Planning and Development Agencies, at a meeting



Wayne Fletcher

of the board of directors held at Miami Beach April 16th.

Mr. Fletcher succeeds I. J. Steed, an assistant on the Arkansas board, who has resigned his position to join the Arkansas State Chamber of Commerce and Economic Council.

Mr. Fletcher has been associated with the development agency in Arkansas under four different administrations and was made executive head upon election of Governor Sidney McMath.

New Orleans Port Commissioners Name W. H. Saunders to Board

William H. Saunders, Jr., president and chairman of the board of International Lubricant Corporation, was sworn in recently as a member of the Board of Commissioners of the Port of New Orleans.

He succeeds the late R. K. Longino, who was treasurer of the Board at the time of his death, March 14.

Saunders' appointment to finish Longino's term of office was made April 12 by Governor Earl K. Long of Louisiana. The term will expire Dec. 6, 1951.

At the time of the swearing-in, Mr. Saunders made the following comment:

"I feel very much honored by the appointment from the governor as a member of the Board of Commissioners of the Port of New Orleans. Although I am very busily engaged in my own affairs and have many outside commitments, I felt that this appointment was of such importance and furnished such an excellent opportunity for service to this city and state that I could not refuse the appointment. I have watched with great interest the progress that the port has made under the present Board of Commissioners and I hope that I will be able to be of some assistance in carrying on the fine work that they have undertaken."

Saunders was born in Metcalf, Georgia, Sept. 23, 1897, and took a bachelor of science degree in mechanical engineering from Georgia Technical Institute, 1919. He is a veteran of the Army Air Force, World War I.

He came to New Orleans in 1929, and organized International Lubricant Corporation shortly afterwards. His firm is engaged in exporting oils and lubrication greases.

Lion Oil Co. Elects Officers at Annual Meeting

At the annual meeting of stockholders of Lion Oil Company held on April 10 at the general offices of the company at El Dorado, Arkansas, the entire board of directors was reelected consisting of T. H. Barton, T. A. Martin, A. F. Reed, J. E. Howell, R. E. Meinert, Jeff Davis, C. N. Barton, and E. W. Atkinson. Eighty-two and four tenths percent of all outstanding stock was voted by holders of stock and proxies at the meeting. The directors were elected by unanimous vote of stock represented.

At the meeting of the board of directors immediately following the annual stockholders meeting, officers were elected as follows: T. H. Barton, Chairman of the Board; T. M. Martin, President; A. F. Reed, Vice President; J. E. Howell, Vice President; R. E. Meinert, Vice President; C. N. Barton, Vice President; Jeff Davis, Secretary; E. W. Atkinson, Treasurer; E. P. Marrable, Assistant Secretary and Assistant Treasurer; B. L. Allen, Assistant Secretary.

In general remarks at the stockholders meeting, T. H. Barton reviewed the re-

sults of 1950 and summarized activities of all divisions of the company. T. M. Martin described 1950 as "the most successful year in the company's existence from an earnings standpoint, due largely to an increase of 44 percent in crude oil production and 45 percent in chemicals. All of our principal departments, however, showed an improvement in earnings over the previous year."

A. M. Crowell Joins OPS as Section Chief, N. O. Dist.

Alec M. Crowell has taken a leave from Natural Gas Associated Consultants, The California Company Building, New Orleans, to be Chief of the Fuel and Chemical Section, New Orleans District, office of Price Stabilization. He will work under the supervision of L. J. Dumestre, Director, and Gerald E. Warrne, Price Executive, in the organization of the OPS program regarding natural gas, crude oil, gasoline, heating oil, kerosene, liquefied petroleum gas, lube oils and greases, as well as sulphur and chemicals.

Division of Regional Research Laboratory Meets in New Orleans

Collaborators of the Southern Regional Research Laboratory's Cotton Chemical Processing Division met in New Orleans from March 23 through March 30 to re-



view developments and discuss plans for future investigations.

Pictured in the group above, observing the operation of a drop penetration tester for determining the rain resistance of fabrics, are, left to right: Robert E. Stevenson, technical director, U. S. Bureau of Agricultural and Industrial Chemistry, Washington, D. C.; William D. Appel of the National Bureau of Standards, Washington, D. C.; Charles F. Goldthwait of the Laboratory; and Charles W. Dorn of the J. C. Penny Company, New York, N. Y.

Two Ounce Amplifier

Bendix Radio Corp., Baltimore 4, Md.—Tiny electronic amplifier no larger than a ladies compact, weighing less than two ounces and capable of magnifying electrical impulses three million times has been developed.

The makers point out that conventional amplifiers with similar characteristics and several times larger in size normally weigh upward of 30 ounces and contain at least



Electronic Amplifier

240 parts, whereas, the new amplifier requires only 35 separate parts; because of its compactness and plug-in design, replacement of the tiny amplifier can be made in a matter of seconds.

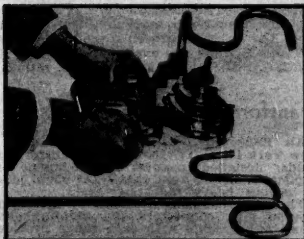
Saw Protractor

Black & Decker Mfg. Co., Towson 4, Md.—Saw Protractor for use as a guide in power sawing. The company states that by using this Protractor the operator may cut practically any angle accurately and easily.

The Saw Protractor is sturdily constructed of metal for rigidity, yet it is very light, weighing only 1½ pounds. It consists of a straight edge, a segment clearly calibrated in units of 1°, and an easily movable holding arm. The desired angle is set quickly by merely loosening a wing nut on the under side of the holding arm and moving the arm until the indicator points to the correct degree mark. The wing nut is then retightened to prevent slippage of the holding arm.

Hand Tool

Tal Bender, Inc., Milwaukee 2, Wisconsin—Hand tool for making perfect offsets and bends up to 180 degrees in 3/8 inch, 1/2 inch and 5/8 inch O.D., K and L copper tubing,



Model #1990 Hand Tool

brass, Bundy weld, steel and other light gage tubing.

Made from a special strong light weight metal, this little hand tool is fast and simple to operate, and no vise or fixtures are required, according to the makers. As all three sizes are combined in one and the same tool, it is called the "3 in ONE" (model #1200), and has no loose parts. This handy tool is ideal in the refrigeration line, for radiant heat coils, for airplane manufacturers and others in repair shops and in all places where copper tubing is to be bent.

Rapid Slicer

Toledo Scale Co. of Toledo 12, Ohio—Slicer that features a rapid weight estimator. The product has several aluminum components such as the housing, platter, lower knife guard, and meat carriage parts.

The easily-operated unit is said to save restaurants, meat and food stores both time and money, since slices are actually weighed as they are made. Another important feature of the machine is that all parts can be quickly removed for cleaning, states the maker.

Electrical Connector

Library of Congress Photoduplication Service, Publication Board Project, Washington 25, D. C.—Data on a double contact automatically self-sealing electrical connector. Selling for \$3.50 in microfilm and \$10 in photostat, the 77-page report is called "PB 101 756, Double-Contact Self-Sealing Connector."

The information not only includes description and engineering drawings for the connector parts, but the production tool required to make them. The report also estimates that the self-sealing connector would cost 10 to 15 times as much as a standard connector to produce.

Cast-Iron Welding Flux

All-State Welding Alloys Co., Inc., 273 Ferris Ave., White Plains, N. Y.—Cast-iron welding flux said to offer excellent flow characteristics to cast iron welding rods. Item comes in powder form only in ½ pound, 1-pound and 5-pound containers.

Permanent Magnets

Sylvania Electric Products, Inc., 1740 Broadway, New York, N. Y.—Permanent magnets made of non-critical materials and designed for use in radio and television receivers. Use of cobalt, nickel and aluminum has been avoided.

According to the company, the development of this product was the result of research by the firm's Metallurgical Laboratories. Pilot plant production of the magnets has begun. These new non-critical permanent magnets should be available in commercial quantities at an early date.

Air Filter Units

Glasfloss, 185 E. 44th St., New York, N. Y.—Well-known glass fibre air filter media available to large industrial users, office buildings and apartment houses — or any place where standard disposable air filter units are used. The product, called the Glasfloss Rollpak, is the same basic media made up of long, fine glass fibres with low air resistance, high filtering efficiency, moisture-proof and fire-resistant, as used in their line of standard filter units. The advantages of the new product will be found in its important money saving feature, according to the company.

NEW PRODUCTS

Automatic Liquid Blender

Bowser, Inc., Mr. I. D. Bosc, Mgr. of Sales Promotion & Advertising, Fort Wayne 2, Indiana—Automatic proportioning system for blending two or more of a wide variety of liquids. No charts or calculations are used to set the blender for any combination of liquids. Simple controls on each meter permit instantaneous setting of ingredient proportions in increments to meet customers' exacting needs. Total throughput is recorded on a master counter and each ingredient is recorded separately on its own meter.

The master counter is available with pre-determining device and/or ticket printer, and the meter for each ingredient is available with standard counter or ticket-printing unit.

Greaseless Lubricant

David Traub Co., 11 E. 26th St., New York 10, N. Y.—Zipper lubricant used to loosen jammed zippers. The product will not stain the fabrics, state company spokesmen.

Called "Ziprite," it is applied to both sides of a closed zipper after each cleaning. This keeps the closure in workable running order. The item comes in a lipstick-type container.

Portable Elevator-Conveyor

E. W. Buschman Co., Dept. 28-A, Cincinnati, Ohio—Portable elevator-conveyor designed to eliminate multiple manual handling of stampings. Known as the "Presselevator," the device is essentially a small, dented conveyor belt, self-powered and adjustable to various loading and unloading heights.

As they drop from the stamping press, the parts are automatically picked up by the "Presselevator" and delivered to a tote box or



"Presselevator"

truck, or elevated to a gravity chute leading to the next operation. Press operators do not have to stop production to shovel parts into tote boxes, clearing the discharge chute of the press. Handled singly on the conveyor belt, there is no danger of damage to the parts, according to the company.

Robot Operator

Robot Appliances, Inc., 12165 Prospect Ave., Dearborn, Mich.—Robot operator-Model SMS, said to offer a safe, dependable and economical automatic power unit for operations requiring a reversing travel cycle, or intermittent cycle in one direction for any application such as: doors, gates, grilles, skylights, partitions, conveyors, etc.

The manufacturer reports that it is being successfully used for rotating an Antenna which makes only one RPM, then reverses its direction, and in case of interference, by any object, so that it cannot go through its normal cycle, the friction rollers on the op-

(Continued on page 50)

NEW PRODUCTS

(Continued from page 49)

erator will slip until the obstructing object is removed. If the obstructing object is not removed in a few seconds an automatic electrical overload cuts out and the operator stops completely.

Spray Painting Machine

Conforming Matrix Corp., Toledo, Ohio.—Air operated machine, for rapid automatic spray painting, of as many as three colors simultaneously on a variety of small parts. Parts are fed into mask holding fixtures which are an integral part of the rotary table.

The machine is capable of a capacity of 18,000 completed pieces, painted three colors, each eight hour shift. There are 24 masks,



Air Operated Spray Painter

eight for each color. Entirely powered by 90 pounds constant air pressure, the hazards of electric motors and switches are eliminated. At top speed, the 800-pound rotary table indexes 22 times per minute, with 90 pounds pressure attaining a perimeter speed of 50 miles per hour during the short three-foot indexing travel.

"Pusher" and "Pul-Pac" Unit

Clark Equipment Co., Industrial Truck Division, Battle Creek, Mich.—"Pul-Pac" and "Pusher" devices for its 3,000 to 5,000-pound fork trucks now available for both its gas and electric 2,000-pound capacity lift trucks.

Unit loads, assembled on relatively low-cost carrier sheets rather than on conventional pallets, can be pulled on and off the load-carrying plates with the "Pul-Pac" device. The "Pusher" unit—similar to the "Pul-Pac" except for the gripping mechanism and carrying-plate is applicable for only unloading operations. Unit loads can be unloaded directly from the forks or from conventional pallets with the "Pusher" wherever rehandling as a unit is not required.

Recycling Timer

Industrial Timer Corp., Newark, N. J.—Multi-cam recycling timer said to offer an easily-operated, flexible and outstandingly compact instrument for controlling industrial manufacturing and processing operations. A group of cams, operating snap-action switches, is mounted on a single shaft driven by a synchronous motor. Thus all cams rotate simultaneously, and continuously repeat a constant time cycle that is common to all circuits.

Percentage calibrations on each cam face permit cams to be individually adjusted for on and off electrical periods—ranging from 2 per cent to 98 per cent of the time cycle. The time cycle can also be changed by substituting simple rack assemblies in the drive between the motor and cam shaft.

Portable Chain Saw

McCulloch Motors Corp., Los Angeles, Calif.—Portable seven-horsepower saw that weighs but 55 pounds complete, features an anti-vibration device that is built into the gasoline engine.

The device is made up of special rotating balancers formed to neutralize rotary engine vibration that is not eliminated by the conventional crankshaft counterbalancing, report the makers. This advantage should prove of special interest to those who use a chain saw for long periods. For further information write to West-Marquis, Inc., 1220 Wilshire Boulevard, Los Angeles 17, Calif.

Material Pumps

Blanks Mfg. Co., Chicago, Ill.—Line of air-operated material handling pumps especially designed for use with spray or flow guns including those used for fine finishing work. These pumps handle all materials from thinners, enamels, lacquers, and paints to adhesives, sound deadeners, heavy roofing materials, and protective coatings of every kind; even those containing abrasives.

According to the company, the pumps operate directly from original shipping containers, saving the user 3 to 6 cents per gallon of material on handling time alone. Production is increased up to 15 per cent.

Cube Processing Mills

Morehouse Industries, 1156 San Fernando Road, Los Angeles 65, Calif.—Three mills designed for processing greases and lubricants and a deaerator unit for eliminating entrained air. One model is used in laboratory testing and control and custom runs. It weighs 145 pounds. Another model has a capacity as high as 8,000 pounds per hour, while a third type is offered with or without a deaerator unit.

Materials that can be processed in the mills include chemicals, paints, inks, cosmetics, foods and plastics, both of a corrosive and noncorrosive nature. Mills are offered in both cast-iron and stainless steel.

Concrete Slicer

Joy Mfg. Co., Franklin, Pa.—Pavement-cutting machine that easily slices concrete, according to the Associated Press. Company spokesmen point out that the device can triple the speed and cut in half the cost of pavement removal operations. Another feature is the fact that the machine makes relatively little noise as it grinds its way through pavement, the company states.

Mounted on four rubber tires and driven by a 75-horsepower gasoline engine, the pavement cutter is equipped with both direct gear drive and dual-steel hydraulic drive. It can be operated to and from jobs at speeds up to 15 miles an hour.

Portable Kit

Gross Engineering Co., Inc., Three Rivers, Mich.—Portable kit said to enable the amateur to make floor plans for a home, office, store, factory, or space for furniture and equipment. With the kit, user can also produce black and white prints of his plans. The layout is traced or drawn on a cross-hatched sheet made of transparent Vinylite plastic.

The kit is scaled one-quarter inch equal to one foot. For the user to make a complete layout and prints, a plan of the room or space is drawn to scale on the transparent sheet by use of grid lines. No ruler is needed. The layout is then outlined on the grid sheet with either pencil or Scotch tape. Kits are offered in various sizes.

Touch Up Tool

Sprayon Products, Inc., 2075 E. 65th St., Cleveland 3, Ohio.—Tool for touch up spray painting in a self-pressurized container. Dealers, service, installation men and factory branches of many prominent manufacturers are finding wide use for this convenient and inexpensive means of reconditioning damaged surfaces with professional results, according to the makers.

The tool can be operated an unlimited number of times, with uniform pressure and fine mist spray pattern regardless of remaining contents, state the manufacturers.

Nuclear Slide Rule

Nuclear Instrument & Chemical Corp., 223-235 W. Erie St., Chicago 10, Ill.—Circular slide rule made of vinylite plastic, said to be resistant to moisture and most chemicals.

Special combinations of scales used only in the field of radioactivity are arranged on the two sides of the circular rule. Simple settings offer such values as count rate, statistical error, coincidence loss, activity of sample versus half life, radiation flux after passage through absorbers and other data, according to the manufacturers.

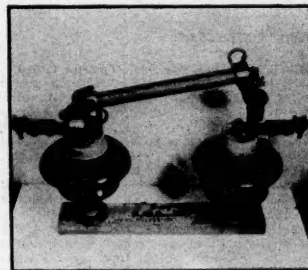
Tin Alloy Anodes

Metal & Thermo Corp., New York, N. Y.—Tin and tin alloy anodes for use in the electroplating of tin and for the tin-zinc plating process. Three types are available: pure tin anodes, high speed alloy tin anodes which provide increased efficiency in tin plating, and tin-zinc anodes which are used for depositing a tin-zinc alloy.

Information on the new line of anodes may be obtained by writing to the home office, 100 East 42nd St., New York 17.

New Type Fuses

Southern States Equipment Corp., Hampton, Ga.—A development in its expulsion power fuse line featuring complete voltage ratings. By simply changing or replacing the



Interchangeable Fuse Tubes

fuse tube assembly, eight combinations of continuous current and interrupting capacities are possible in each kv rating, according to the manufacturer. The maker states that this fuse can be converted to meet any one of a variety of load conditions.

Another feature of the fuse line is a completely housed snubber that brings the opening tube assembly to a cushioned, shock-free stop. The fuses have been classified LB and MB and HB and are available in 7.5 kv, 15 kv, 23 kv, 34.5 kv, 46 kv and 69 kv ratings.

Transformer Welder

Air Reduction Co., Inc., 60 E. 42nd St., New York 17, N. Y.—200 ampere transformer welder designed to cover a wide range of applications from light duty sheet metal jobs to various heavy industrial tasks.

Three current ranges chosen by insulated tapered plug connectors and infinite hand crank adjustments with each range provide currents from 30 to 250 amperes. This permits the use of 1/16 inch to 3/16 inch diameter electrodes.

"HELP!" CRIED THE BOY. "OVER HERE! HELP!"

He went under the ice to save a boy's life

**Telephone lineman braves icy water three times.
Other members of construction crew help
in rescue and resuscitation**

It was a cold winter afternoon and a telephone construction crew was working along South Road in Bedford, Massachusetts.

Suddenly they heard a boy's voice from a nearby creek.

"Help! . . . over here . . . help!"

Robert B. Foley was the first telephone man to reach the bank. A frantic boy told him that his buddy, Donald King, had fallen into a hole and was under the ice.

Foley crawled over the surface flat on his stomach to distribute his weight and keep the ice from breaking. He got to the hole and without hesitating let himself down in the water, clear out of sight.



Suddenly there was a splashing in the hole in the ice. It was Foley, and he had the boy in his arms.



He went down twice without finding Donald. Then the boy on the bank yelled . . .

"No, not that hole. The one over there."

Down went Foley for the third time, pushing himself along under the ice toward a smaller hole, five or six feet away.

The next few seconds seemed like years, for he was out of sight. Then suddenly there was a splashing in the open water. It was Foley, and he had the boy in his arms.

Immediately John F. Fitzgerald, the foreman of the construction crew and trained for first aid in emergencies,

started to resuscitate the boy and had him breathing by the time the police and firemen arrived with an inhalator.

There's a postscript to the story that you might like to hear.

In recognition of their deed, Robert Foley and John Fitzgerald were given Vail Medals, the traditional awards to telephone people for meritorious acts performed in the public service. Robert Foley also was awarded a bronze medal by the Carnegie Hero Fund. Malcolm S. Cate, Jr., Harold G. Nelson, John T. Cochran, Howard C. Roche and James H. Lucas, the other members of the construction crew, received Company Citations.

HELPING HANDS—This is just one of many stories of the skill, courage and resourcefulness of telephone men and women in times of emergency. . . . Not all of them tell of the saving of a life. But there is scarcely a minute that someone in trouble or urgent need does not turn to the telephone for help.

No matter who it may be or what the hour of the day or night, you know that telephone people will do everything they can to be of service. And do it willingly and courteously, with all possible speed. . . . **BELL TELEPHONE SYSTEM**



Six standard coal barges nearing completion in the Barge Construction Building at Ambridge, Pennsylvania.

The modern
all-weather facilities
of American Bridge
Company include
complete indoor
construction for
barges and other
floating equipment.



AMERICAN BRIDGE COMPANY

General Offices: Frick Building, Pittsburgh, Pa.
Contracting Offices in New York, Philadelphia,
Chicago, San Francisco and other principal cities
United States Steel Export Company, New York

UNITED STATES STEEL

Baltimore Maintains Second Foreign Tonnage Standing

Foreign tonnage handled at the Port of Baltimore during 1950 totaled 13,378,959 long tons to rank Baltimore as the second foreign trade tonnage port of the United States, according to J. L. Stanton, director of the Export and Import Bureau of the Association of Commerce.

The volume of foreign commerce handled here during the past calendar year was exceeded only by the New York tonnage, according to official data supplied by the Bureau of the Census, U. S. Department of Commerce. Reflecting the general decline in international commerce during 1950, Baltimore's total foreign business was 1,824,536 tons less than handled in 1949. This decline was largely accounted for by drastic cuts in grain shipments moving through the Port during the past year.

During 1949 a 25-year port record was established when more than 100 million bushels of grain were shipped from Baltimore. In 1950 the grain exports were less than 50 million bushels.

Baltimore's foreign trade consisted of 2,581,415 tons of exports and 10,797,544 tons of imports.

New York coupled with Port Newark and Perth Amboy had a total tonnage of 28,922,298 long tons during 1950 to lead all U. S. ports. Philadelphia ranked third with 12,896,825 long tons, while New Orleans was fourth in foreign trade with 6,573,516 tons.

Other major ports had the following foreign trade volumes for 1950: Houston, 5,542,618 tons; Boston, 4,940,336; Galveston, 3,960,172; Norfolk, 2,405,129, and Newport News, 1,560,239.

Republic National of Dallas To Increase Capital Structure

Plans for a \$40,000,000 capital structure for the Republic National Bank of Dallas were announced recently by Fred F. Florence, President.

At the regular monthly meeting of the Board of Directors held recently, a resolution was unanimously adopted, calling for a special meeting of the shareholders to be held at 10 A. M., Monday, April 23, for the purpose of voting upon the proposal to increase the capital stock of the bank from \$16,000,000 to \$18,000,000, and to increase the surplus from \$16,500,000 to \$18,500,000. This proposed increase will provide the bank with capital and surplus of \$36,500,000 and capital, surplus and undivided profits in excess of \$40,000,000.

The proposal contemplates the issuance of 100,000 shares of additional stock, increasing the number of shares to be outstanding from 800,000 to 900,000, all having a par value of \$20. The additional stock will be issued ratably to stockholders at \$40 per share, thereby providing \$4,000,000 of which \$2,000,000 will be al-

located to capital and \$2,000,000 to surplus.

Warrants providing for the right of each stockholder to subscribe to one share of new stock for each eight shares of stock owned, will be issued immediately following approval by the shareholders.

Subject to the adoption by the stockholders of the proposal to increase the capital structure of the bank, arrangements have been concluded with an underwriting group of investment bankers, headed by Walker, Austin & Waggener, First Southwest Company, and Dallas Rupe & Son, to underwrite the proposed issue of new shares of stock.

McAllen, Texas Offers Good Industrial Bargain

Business men of McAllen, Texas, are so afflicted by the disease "industrialitis" that one group is not only offering a brick building with 75,000 square feet of floor space, but say they will even take stock in some sound industry that will use the building.

Phillip Boeye, vice president of the McAllen Citrus Association, is offering a comparatively new building on a railroad siding that has 72,000 square feet of factory space and 3,000 square feet of air-conditioned office space. He said that he and other owners of the building were ready to invest some of their own money in some sound industrial plant that would occupy the building.

Chamber of Commerce officials who are plagued by citizens demanding industries, whether or not the community has any advantages for a manufacturer, call such clamoring "industrialitis." However, Paul T. Vickers, manager of the McAllen chamber, says the citizens of his Texas city have a perfect right to enjoy the disease, as McAllen has available 18 trillion cubic feet of gas in proved reserve, an equable climate, low living costs, plenty of water, two railroads, the greatest reservoir of unskilled labor in the entire country and no labor troubles.

Youngstown Sheet and Tube Marks 50 years with Book

The Youngstown Sheet and Tube Company has published a book entitled "50 Years in Steel," which commemorates the 50th anniversary of the founding of the firm as the Youngstown Iron, Sheet and Tube Company. The original articles of incorporation of the company were filed with the Secretary of State of Ohio at Columbus on November 23, 1900.

The book, beautifully bound and beautifully laid out and illustrated within, records the development of the firm under the leadership of such men as James A. Campbell and Frank Purnell. In so doing it presents an interesting historical account of the development of the steel industry in the last half century.

MANUFACTURERS RECORD FOR

Oak Ridge Stands Third in Research Production

Oak Ridge ranks as the third most productive center of scientific research in the south. Tennessee is the only state in this section with more research produced in Federal operated laboratories than in the combined output of educational institutions and local industries.

These are among the interesting facts revealed by a study of the articles abstracted in *Chemical Abstracts*, published by the American Chemical Society, and covering hundreds of scientific and technical journals in thirty-one fields of science. During the last half of 1950 this publication abstracted 1060 articles from the south, and Tennessee produced 94 of these to tie with Louisiana for fourth place among the southern states.

The 53 papers contributed by the Oak Ridge laboratories is surpassed as a research center in the south only by the 80 publications from the Johns Hopkins University and Hospital, and the 63 papers of Duke University. The University of Texas with exactly the same number of papers ties with Oak Ridge as the third most active center in the south.

Two papers from the Tennessee Valley Authority and one from the Thayer Veterans Administration Hospital complete the picture of research from Federal laboratories in the state.

Seven educational institutions in Tennessee are credited with publishing one-third of the state's research. The University of Tennessee contributed 19 papers in the period studied, Vanderbilt 7, Carson-Newman 2, Meharry Medical College 2, Fisk University 1 and the University of Chattanooga 1.

The scores of industrial laboratories in the state contributed only 4 articles during the period studied. A number of adjoining states failed to produce this much. South Carolina industries published no research during the last half of 1950, Arkansas and Mississippi industry just one each, and Georgia, North Carolina and Virginia three each. In marked contrast, industrial laboratories of Texas produced 39 papers, Oklahoma 34 and Maryland 21.

The current production of scientific research by the fifteen southern states is as follows: Alabama 48, Arkansas 15, Florida 50, Georgia 44, Kentucky 22, Louisiana 94, Maryland 286, Mississippi 8, North Carolina 109, Oklahoma 58, South Carolina 15, Tennessee 94, Texas 163, Virginia 40 and West Virginia 14.

Air Reduction Co. to Build \$10,000,000 Plant in Kentucky

Air Reduction Company, Inc., recently announced it will construct a new plant, costing upwards of \$10,000,000 and increasing significantly the nation's supply of defense-vital calcium carbide, at

Calvert City, 15 miles east of Paducah, Kentucky. It is to be operated by National Carbide Company, one of Air Reduction's ten operating divisions, under the direction of Russell T. Lund, operations manager of Carbide's Louisville, Keokuk, Iowa, and Ivanhoe, Virginia, plants.

Expressing confidence that the installation will be the forerunner of a great industrial community, John A. Hill, president of Air Reduction, said that no other site in the United States would be able to offer the acetylene-based synthetics industry a more formidable array of advantages.

The new plant is to occupy part of a 1,000-acre tract fronting on the Tennessee River, with the remaining acreage being held in reserve for expansion and to accommodate industries which may locate in the area to manufacture acetylene-based synthetics.

The plant has been designed and will be constructed by United Engineers & Constructors of Philadelphia under the direction of F. P. McKegney, chief engineer, and Frank E. Large, project engineer, of the General Engineering Division of Air Reduction Company. The two electric furnaces, designed by Elektrokemisk, a Norwegian company located at Oslo, will be the first of their kind in this country for the production of calcium carbide.

Construction of the plant is to begin July 1, and the first of the furnaces is expected to be in operation by January 1, 1953, with the second scheduled for March 1, 1953. About 1,000 construction workers will be employed during the peak of the building period.

Ludman Corp., Opa-Locka, Fla. Plans Large Common Stock Issue

A registration statement regarding public offering of 250,000 shares of common stock has been filed with the Securities and Exchange Commission by the Ludman Corporation of Opa-Locka, Fla. According to the prospectus, this company is one of the leading manufacturers of aluminum awning type windows in the country, with distribution nationally. The Ludman Corporation also manufactures wood awning windows, and jalouse windows and doors. A subsidiary is the Ludman Steel Company of Miami.

Officers and directors of the Ludman Corporation are prominent residents of Miami, Fla., and well known in the window and metals industry. Max Hoffman, President and General Manager, and Robert P. Ludwig, Vice-President and Treasurer, were formerly associated with Reynolds Metals Company; Mr. Hoffman was also with the Pittsburgh Steel Company. Lawrence Romfh, Vice-President and Director, is a former President and Director of the First National Bank of Miami. Oscar F. Miller, another Director, is President of the Security Trust Company of Miami, and Executive Vice-President of the Montauk Beach Company of Long Island, N. Y.

Use Wolmanized Pressure-Treated Lumber at the Protection Points

—avoid costly ROT and TERMITE damage

In wood piping and tanks, in decking and in many other applications subject to rot or termites Wolmanized pressure-treated Lumber is effecting important savings in dollars and labor.

It is used successfully because preservatives are forced deep into the wood fibers under high pressure (150 p.s.i.). In pressure treatment the volumetric absorption of preservative solution is measured in gallons per cubic foot—not in feet of coated surface.

Millions of feet of Wolmanized pressure-treated Lumber have been in service, under the severest conditions, for years. Our engineers will discuss specific applications. Or, write for the booklet "Service Records of Wolmanized pressure-treated Lumber."

American Lumber & Treating Co.

General Offices: 1621 McCormick Bldg. Chicago 4, Illinois

Branch Offices: Baltimore, Boston, Jacksonville, Fla., Little Rock, Ark., Los Angeles, New York, Portland, Ore., San Francisco.



* Wolmanized is a registered trademark of American Lumber & Treating Co.

Lumber

National Recognition Given Southern Machine Tool Builder

Wysong and Miles Company of Greensboro, N. C., through their President, Mr. Russell F. Hall, Jr., and their Vice-president, Mr. W. R. Kime, were advised of their election to membership in the National Machine Tool Builders' Association recently. Wysong and Miles are designers and builders of sheet metal machinery.

The National Machine Tool Builders' Association was organized in 1902 to promote lawful interests of the metal cutting machine tool industry. A year ago its Constitution was revised to extend its activities to a growing group of builders of the metal forming types of machine tools. The Wysong and Miles Company will participate in the activities of this latter group, representing particularly the builders of squaring shears, roll forming machines and rotary combination machines.

The company has the distinction of being the only member of the Association located south of Kentucky and east of Missouri.

Booklet describes New Orleans Defense Production Council

The New Orleans Chamber of Commerce has recently published a booklet describing the organization and activities of its Defense Production Council. The objectives of the Council are described as follows:

To institute orderly integration of government material and manpower needs for defense production with the activities of the business community. This general objective would involve the following:

1. To serve as an industry-wide vehicle for the coordination of all branches of our productive capacity within the New Orleans metropolitan area.
2. To devise the practical means of collecting all information pertaining to the requirements of the government in the defense program.
3. To disseminate information to potential prime contractors and sub-contractors of needs of the defense program on which bids have been requested.
4. To determine the productive capacity of the area by industry groups. This can be accomplished through the cooperation of civic agencies, trade organizations, public utilities, distributive agencies, and government agencies.
5. To match capacity with needed production.

The Council is under the general chairmanship of J. V. Barr. The general vice-chairman is S. L. Drumm.

Southern Research Laboratory Tests New Rain Resistant Fabric

A new research product of the U. S. Department of Agriculture started its first service test recently at the Pelican Stadium in New Orleans.

The product is a new type of cotton fabric so tightly woven that water cannot penetrate the material and no resin or other chemical treatment is needed to make it waterproof. This fabric is woven by means of a new loom attachment which engineers at the Southern Regional Research Laboratory have developed and simplified until it can easily be used with the regular equipment of cotton mills.

Officials of the New Orleans Pirates, Inc., are testing this new fabric in the form of tarpaulins for covering their bat-

ter's box and pitcher's mound. The tarpaulins were fabricated by the Brooks Tarpaulin Company, 1730 Tchoupitoulas Street, from about 300 yards of material woven in the experimental textile unit of the laboratory. The cloth contains about 30 per cent more filling threads than ordinary cotton fabrics used for this purpose, yet weighs one-third less.

For the Pelican Stadium test the fabric received a chemical treatment to protect it from mildew and other rot-causing microorganisms, but was given no protection against the penetration of water except that provided by the increased denseness of the fabric.

The tarpaulins under test will receive the normal use of coverings at Pelican Stadium. Laboratory officials will inspect them from time to time and will store them between baseball seasons, renewing the protection against rot as needed to prolong the life of the fabric.

The laboratory began the research which led to this new fabric after experience in World War II demonstrated a need for improved types of water-resistant cotton products, especially on the fighting front. The scientists knew of the natural ability of cotton fibers to swell when wet and the resulting tendency to close the surface of cotton fabrics to the passage of water. In order to obtain maximum water resistance, they designed the new loom attachment to weave dense fabrics which, when wet, become practically impervious to water.

N&W Plans \$3½ Million Track Improvement Project

A three and one-half million-dollar track improvement project between Lick Branch and North Fork, W. Va., was announced April 13 by the Norfolk and Western Railway. Present track will be straightened and the ruling grade reduced from about two per cent to 1.4 per cent, compensated, along the five-mile stretch of main line 17 miles west of Bluefield, W. Va.

The project is a continuation of relocation work completed last year from Cooper to Lick Branch which included the 7,110-foot double-tracked Elkhorn Tunnel. That portion of the program cost about \$12,000,000.

The new line, although never deviating more than 300 feet from the present right-of-way, will eliminate eight bridges and eleven curves.

The project, on one of the heaviest traveled portions of the N. & W.'s main line, will result in increased tonnage potentials for both freight and passenger trains and will reduce the possibility of derailments.

Engineering officials pointed out that the line will bring the railway full benefit of the completed Elkhorn construction to the east. Although there will be construction difficulties because of frequent crossings of the present and new lines, it is expected that the new tracks will be opened within a year. It is hoped that work will start in about six weeks.


HILL-CHASE

Sets the Pace in STEEL

J. H. ANDERSON
ASHBORO, N. C.
Ashboro 2840

K. W. GAY
RICHMOND, VA.
Richmond 7-4875

The HILL-CHASE
Steel Company of Md.
6311 Erdman Ave., Baltimore 5, Md.
Phone—Poohey 7300



Warehouse Stocks OF

- COLD ROLLED STRIPS AND COILS
- COLD AND HOT ROLLED SHEETS
- GALVANIZED SHEETS
- COLD FINISHED STEEL BARS
- HOT ROLLED BARS AND SHEETS
- TOOL STEEL
- SEAMLESS AND WELDED TUBING
- SPRING STEELS (TEMP. & ANN.)
- STAINLESS SHEETS, BARS, TUBES
- DRILL ROD
- ALUMINUM SHEETS
- BOILER TUBES

WHO'S WHERE

Glenn N. Hunolt has been named district manager of the St. Louis office of the **H. M. Harper Company**, Morton Grove, Illinois, manufacturer of non-ferrous and stainless steel fastenings.

Mr. Hunolt, with Harper since 1940 except for two years' service with the Marine Corps, leaves a Chicago sales position for his new post. The St. Louis office is located at 2683 Big Bend Blvd.

Mr. Lennox A. Fitch has accepted the position of assistant manager of Land Department of the **Pan-Am Southern Corporation** and will be located in the company offices at Shreveport, Louisiana, according to announcement made recently by M. C. Hoffman, vice president of Pan-Am Southern Corporation.

Mr. Fitch has recently resigned his position of South Louisiana District Landman with the **Sohio Petroleum Company** at Lafayette, Louisiana.

Appointment of **Jones Miller Robinson**, of Amarillo, as North Texas sales representative is announced by **D-A Lubricant Company, Inc.**, of Indianapolis, manu-



Jones M. Robinson

facturer of specialized semi-fluid lubricants, greases, diesel oils and motor oils for tractors, trucks and heavy-duty equipment.

Mr. Robinson served as a navy pilot, with the rank of lieutenant, in World War II. He has had previous experience with lubricants as well as heavy-duty machinery. He attended John Tarleton Agricultural College and Texas Agricultural and Mechanical College.

The **Nashville, Chattanooga & St. Louis Railway**, Nashville, Tenn., recently appointed **E. I. Bowman** assistant general freight agent, with office in Union Station, Nashville, Tenn., succeeding J. D. Reynolds, who resigned.

Atlantic Coast Line Railroad Company, Wilmington, N. C., recently announced the following appointments: **Mr. N. J. Gans**, general agent, Nashville, Tenn.;

and **Mr. J. E. Saino**, commercial agent, Memphis, Tenn.

Virginian Railway Company recently appointed **Mr. Richard J. Gunton** as commercial agent with offices at 44 Wall Street, New York, succeeding **Mr. Alfred Hussnatter**, promoted.

Howard A. Linderer, terminal trainmaster for the **Frisco Railway** at Memphis, has been appointed to the newly-created post of assistant superintendent of safety, **Mr. R. P. Hamilton**, superintendent of safety, announced April 1.

The appointment is part of an expanded safety program to further reduce the

accident ratio on the Frisco, which hit a new 10-year low in 1950, **Mr. Hamilton** said. **Linderer** will maintain headquarters in St. Louis.

Promotion of **John R. Garrason**, western manager for the **E. W. Colledge Company** for the past twenty years, to assistant sales manager in Jacksonville, Florida, was announced recently by **R. L. Diggs**, vice president and sales manager.

At the same time, **Mr. Diggs** announced the appointment of **Ronald O. Ekholm**, formerly **Mr. Garrason's** assistant, as acting western manager.



TAILOR-MADE BUILDINGS for business wear

Suit yourself as to size. Either an **Armco STEELOX** or **PIONEER** Building should measure up to your requirements.

A complete **STEELOX** Building can be erected by unskilled labor in a few hours. That's because **STEELOX** panels fit together quickly to provide both structural support and finished exterior. Widths 4 to 36 feet; lengths unlimited.

The **PIONEER** is ideal for larger buildings and offers definite erection and maintenance economies. Building parts are light in weight, easy to handle. Clear spans range from 40 to 100 feet; lengths unlimited.

Meet your building needs promptly, efficiently and save money in the bargain. Write for complete data.

ARMCO DRAINAGE & METAL PRODUCTS, INC.

DIXIE DIVISION
619 Forsyth Bldg., Atlanta, Georgia

SOUTHWESTERN DIVISION
3500 Maury St., Houston, Texas

Other Offices in Principal Cities

ARMCO STEEL BUILDINGS



FINANCIAL NOTES

Mr. E. A. Yates, Chairman of the Board of **The Southern Company**, New York, N. Y., announced the award recently of 1,000,000 shares of additional common stock of the company to a group headed by **Lehman Brothers**, on a bid of \$10.9851 per share.

The successful bidders advised that they planned to reoffer the stock to the public at \$11.375 per share upon clearance by the Securities and Exchange Commission. The proceeds from such shares, plus treasury funds, an aggregate of \$14,000,000 are being invested in common stocks of subsidiary operating companies and being used for construction purposes.

Directors of **Standard-Thomson Corporation**, Dayton, Ohio, automotive and aviation parts manufacturer, have declared a dividend of 10 cents per share on the company's stock, Reginald N. Webster, President, announced recently. The dividend is payable May 10 to stock of record April 25, 1951. A similar 10 cent dividend was paid in December 1950.

Earnings of **Mathieson Chemical Corporation**, Baltimore, Md., in the quarter ended March 31, 1951 reached a new high, according to an announcement made by the company recently.

Total income for the first quarter, before provision for Federal income and excess profits taxes, amounted to \$6,566,689.3, compared with \$3,457,751.66 in the same period of 1950. Net income after taxes was \$2,906,689.93, equivalent to \$1.08 per share on the 2,661,868 shares of outstanding common stock. This compares with net earnings of \$2,202,751.66 or 81 cents per share in the first three months of last year, after giving effect to the 2 for 1 stock split on July 31, 1950.

In the first quarter of 1950 Federal taxes were based on the then normal tax of 38 per cent. During the first three months of 1951 provision for Federal taxes was based on the present normal tax of 47 per cent plus excess profits

taxes. While quarterly earnings before taxes increased by \$3,108,938.27 or 89 per cent, the added tax burden since last year has resulted in a net increase in earnings after taxes of 32 per cent or \$703,938.27.

Sales of **United States Rubber Co.**, New York, N. Y., in the first three months of this year totaled approximately \$209 million, an all-time quarterly record and 60 per cent above the corresponding period of 1950. Herbert E. Smith, chairman, reported recently at the annual meeting of stockholders in Passaic, N. J. The previous quarterly record was set in the last quarter of 1950 when sales totaled \$208,619,007.

Earnings for the first quarter should run about the same as 1950's fourth quarter earnings, which amounted to \$4.25 a share of common stock. First quarter earnings last year were equal to \$1.49 a share.

The Mead Corporation, Dayton, Ohio, manufacturers of white paper and paperboard, reports for the twelve weeks ended March 25, 1951 consolidated net earnings after taxes of \$1,616,797. This compares with \$1,073,909 in the corresponding period of 1950. After provision for regular dividends on both classes of preferred shares earnings amounted to \$1.45 per share on the 1,061,120 common shares outstanding at March 25, 1951. This compares with \$1.35 per share earned on 716,200 shares outstanding on March 19, 1950.

Barium Steel Corporation, New York, N. Y., and its subsidiaries in a consolidated report issued recently for the year ended December 31, 1950 show net sales of \$53,523,876 as compared with \$33,885,545 for the year 1949, a gain of 57 per cent.

Net profit for 1950 after all taxes and charges was \$1,474,226, equal to 66 cents per share on the 2,223,402 shares of stock outstanding at the year end as compared

with \$711,452 on the 2,183,769 shares outstanding at the end of 1949.

It was pointed out in the annual report that the bulk of \$3,707,199 of profit before taxes was earned in the last half of 1950, so that the higher tax rates and excess profits tax were applicable.

At a meeting of the Board of Directors of **Robert Gair Company, Inc.**, New York, manufacturers of folding cartons, paperboard and shipping containers, held on April 19, 1951, a quarterly dividend of fifteen cents per share in respect of the second quarter of the year 1951 was declared on the Common Stock of the company, payable June 9, 1951, to stockholders of record at the close of business on May 18, 1951, without the closing of the transfer books.

As previously announced, the dividend on the Preferred Stock for the full year has been declared, and the dividend of thirty cents a share in respect of the second quarter for the year 1951 will be payable on June 9, 1951, to stockholders of record at the close of business on May 18, 1951, without the closing of the transfer books.

Acme Steel Company of Chicago, Ill., reports that net sales of \$21,663,000 for the first quarter of 1951 have soared 34.9 per cent over the same quarter last year.

Net income per share for the first quarter shows an increase of 22.2 per cent from \$.81 in 1950 to \$.99 in 1951. Net sales have also increased substantially over the mark of \$19,998,000 for the last quarter of 1950.

Stewart-Warner Corporation, Chicago, Ill., had net profit carried to surplus for the first quarter of 1951 of \$1,151,731, equal to 89 cents per share of \$5 par value common stock, James S. Knowlson, board chairman and president, announced April 23. Net profit for the same period of 1950 was \$715,384, equal to 56 cents per share. First quarter sales in 1951 were \$26,093,370, and in 1950 for the same period were \$15,550,516. The 1951 figures are subject to year-end audit.

Hercules Powder Company, Wilmington, Del. reported for the three months ended March 31, 1951, net income equal, after preferred dividends, to \$1.46 a share on 2,664,085 shares of common stock outstanding. In the first quarter of 1950, the company reported earnings of \$1.01 a share on 2,654,138 shares of common stock then outstanding. These earnings would have amounted to 92¢ a share after giving effect to the provisions of the Revenue Act of 1950 and the Excess Profits Tax Act of 1950.

Net sales and operating revenues for the quarter were \$54,463,218, compared with \$32,995,072 in the first quarter of 1950.

**YOUR ECONOMICAL
RELIABLE SOURCE
OF SUPPLY FOR QUALITY
METALS SINCE 1907**




**HYMAN VIERER
& SONS**

ROLLERS • REFINERS
MANUFACTURERS
P. O. BOX 573 • RICHMOND, VA

Write c/o Dept. MR Today.

**ALUMINUM • BABBITTS • BRASS &
BRONZE INGOTS • PIG LEAD • COPPER
ALLOYS • SOLDER • TYPE • ZINC**

You **REALLY LIVE** at an

Affiliated National Hotel



Comfortable Room



Delicious Meals



Superb Service

Conveniently Located in 21 Prominent Cities

AFFILIATED NATIONAL HOTELS

ALABAMA		TEXAS	
HOTEL ADMIRAL SEMMES.....	Mobile	HOTEL STEPHEN F. AUSTIN.....	Austin
HOTEL THOMAS JEFFERSON.....	Birmingham	HOTEL EDSON.....	Brownwood
DISTRICT OF COLUMBIA		HOTEL BAKER.....	Dallas
HOTEL WASHINGTON.....	Washington	HOTEL TRAVIS.....	Dallas
INDIANA		HOTEL CORTEZ.....	El Paso
HOTEL CLAYPOOL.....	Indianapolis	HOTEL SUCCANEER.....	Galveston
LOUISIANA		HOTEL GALVEZ.....	Galveston
JUNG HOTEL.....	New Orleans	HOTEL JEAN LAFFITE.....	Galveston
HOTEL DESOTO.....	New Orleans	CORNHARD COURT.....	Galveston
NEBRASKA		AMARAH COURT.....	Galveston
HOTEL PAXTON.....	Omaha	HOTEL CAVALIER.....	Galveston
NEW MEXICO		HOTEL PLAZA.....	Lubbock
HOTEL CLOVIS.....	Clavis	HOTEL LUBBOCK.....	Lubbock
OKLAHOMA		HOTEL FALLS.....	Merlin
HOTEL ALDRIDGE.....	Wauke	HOTEL CACTUS.....	San Antonio
SOUTH CAROLINA		HOTEL MEXICO.....	San Antonio
HOTEL WADE HAMPTON.....	Columbia	ANGELES COURTS.....	San Antonio
VIRGINIA			
		HOTEL MOUNTAIN LAKE.....	Mountain Lake
		HOTEL MONTICELLO.....	Marble



WASHINGTON
Washington, D. C.



BAKER
Dallas, Tex.

MERCOID

THE ONLY 100% MERCURY SWITCH EQUIPPED CONTROLS



Pressure



Thermocouple Line Voltage



Temperature



Exhaust Proof



Thermocouple Low Voltage



Liquid Level



Flare Operated



Oil Burner Safety



Transformer Safety

If you have a problem on the automatic control of pressure, temperature, liquid level, mechanical operations, etc., it will pay you to consult Mercoid's engineering staff—always at your service.
Complete Mercoid Catalog sent upon request.

Gain More Power Advantage for Your 3 to 6 hp. Units...



Presented here are a few of the basic facts why Wisconsin Heavy-Duty Air-Cooled Engines offer important advantages to the designing engineer, equipment manufacturer and the ultimate user:

1. Rotary type high tension magneto, with impulse coupling, mounted on outside of engine... operates as an entirely independent unit that can be serviced or replaced in a few minutes.
2. Self-cleaning tapered roller bearings at both ends of the crankshaft... will withstand side-pull or end-thrust without danger to bearings.
3. Maximum torque at usable speeds... most desirable on equipment that really has to go to work.

Our Engineering Department will be glad to co-operate with you in adapting Wisconsin Engines to your requirements. Write for detailed data.

Condensed Specifications 4-Cycle Single Cylinder Engines

Engines	Model ABN	Model AKN
Bore.....	2 1/8"	2 3/8"
Stroke.....	2 3/8"	2 3/8"
Piston Displ. (Cu. in.).....	13.5	17.8
HORSEPOWER		
1800 R.P.M.....	2.5	3.6
2200 R.P.M.....	3.1	4.5
2400 R.P.M.....	3.7	5.3
3000 R.P.M.....	4.2	5.9
3600 R.P.M.....	4.6	6.2
No. of Piston Rings.....	4	4
Fuel Tank Cap.....	1 Gal.	1 Gal.
Weight, lbs.....	Not Crated	Not Crated
Standard Engine.....	76	89

WISCONSIN MOTOR CORPORATION

WISCONSIN MOTOR CORPORATION

BUSINESS NOTES

Sale of the bank's interest in the Republic National Bank Building, at an undisclosed price but stated to be substantially in excess of the figure carried in the bank's statement, to the **Reserve Life Insurance Company**, Dallas, was announced Saturday by Fred F. Florence, President of the **Republic National Bank**. The twenty story building, completely airconditioned, fronts 145 feet on Main Street in the heart of the financial district of Dallas.

The Republic Bank will continue to occupy its present quarters in the building under the terms of the sale agreement until its new 36 story building, now under construction, is completed.

Located at 1658 Union Ave., Memphis 3, Tennessee, **Wellford Distributors, Inc.**, is under the direction of Harry A. Wellford, president of the organization. In addition to handling sales of Bendix Television and Radio by a staff experienced in the appliance and home furnishing fields, **Wellford Distributors, Inc.**, will maintain a complete parts and service department for Bendix TV dealers in the West Tennessee, Arkansas, and Northern Mississippi territory.

Opening of a sales office at 120 E. Third St., Charlotte, N. C. is announced

by **Cutler-Hammer, Inc.**, pioneer electrical manufacturers, Milwaukee, Wisconsin.

The new office is being opened to meet the expanding demands for Cutler-Hammer Motor Control and allied electrical apparatus in the Charlotte area. The office will be operated as a branch of the company's Atlanta district sales office and will be staffed by Frank A. Miller, Jr. and C. Lee Shaw.

The appointment of **E. M. Wakeman & Associates**, Lakeland, Florida as industrial distributor for **Nordberg 4FS Diesel engines** in the state of Florida and the gulf counties of Mobile and Baldwin, Alabama is announced by **Nordberg Mfg. Company**, Milwaukee, Wisconsin.

Established early in 1947, **E. M. Wakeman & Associates** maintain complete coverage of their territory with salesmen located in leading industrial and trading areas of Jacksonville, Orlando, West Palm Beach, Miami, Tampa and Pensacola, Florida.

York Engineering & Construction Co., Pittsburgh, Pa., have recently moved their offices and engineering departments to larger quarters at 951 Penn Ave., according to an announcement by

James MacGregor, President. The company occupies the entire floor of the building and has acquired 60 per cent additional floor space to house the additional personnel required by the large increase in business over the past few years. They are general engineering contractors who offer a complete service in the design of buildings, foundations, and equipment for industrial plants, including project coordination and control. They have recently completed several large projects of this nature for steel mills located in various parts of the country.

Chain Belt Company of Milwaukee announces the appointment of **Machinery, Inc.**, 919 Virginia Street East, Charleston, West Virginia, as exclusive distributors of **Rex Construction Machinery** in the Charleston area.

While **Machinery, Inc.**, is new in name, it is old in experience because of its affiliation with **West Virginia Mine Supply Company** who has represented the **Rex Line of Construction Machinery** in the **Clarksburg** territory for the past 25 years.

Merger of two wholly owned **Cummins sales and service organizations** with **Cummins Diesel Sales Corporation** and the appointment of a general manager is announced by **Cummins Engine Company, Inc.**, at **Columbus, Indiana**, recently.

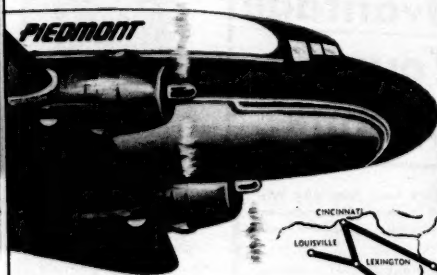
William B. Lawrence, formerly **Cummins Engine Company** Regional manager for the **Rocky Mountain Region** with headquarters in **Denver, Colorado**, has been named general manager of the **Sales Corporation**, which has headquarters at **Columbus**.

Subsidiaries affected by the merger are **Cummins Diesel Sales Corporation of Illinois** at **Chicago, Illinois** and **Cummins Diesel Sales and Service of New York, Inc.**, at **New York City**. These two organizations are now identified with **Cummins Diesel Sales Corporation**, which also includes **Cummins dealerships** with operating headquarters at **St. Paul, Minnesota**; **Omaha, Nebraska**; **Indianapolis, Indiana**, and **Memphis, Tennessee**.

Wellford Distributors, Inc., has been appointed the **Bendix Television and Radio Distributor and Sales Representative** in **Memphis, Tennessee**, it was announced recently by **R. W. Fordyce**, General Sales Manager, **Bendix Television and Broadcast Receiver Division of Bendix Aviation Corporation**, **Baltimore, Md.**

Nevada Scheelite Company, with mines and mill near **Rawhide, Nevada** is being transferred by sale of stock to **Kennametal Inc.**, producers of hard carbide metals with metallurgical works and tool making shops at **Latrobe, Pennsylvania**.

from the **MIDDLE-WEST** through
the busy **SOUTH ATLANTIC** states



Connecting
Service
Everywhere

**WEST AND
NORTHWEST**

FOR RESERVATIONS, INFORMATION
CALL YOUR LOCAL **PIEDMONT**
AIRLINES TICKET OFFICE, OR
YOUR TRAVEL AGENT.



PIEDMONT
Airlines



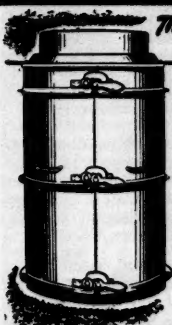
DAVIS CYPRESS TANKS

\$375,000,000 More Than 1948

Southern construction awards were higher in 1949 than in any peacetime year, running over 3 billion dollars, and we participated in the tank sales. None better than "the wood eternal." Write us.



G. M. DAVIS & SON • P. O. Box 5 • PALATKA • FLA.



The "Quinn Standard" FOR CONCRETE PIPE

The Quinn Standard is known as the best the world over, wherever concrete pipe is produced and used. Backed by over 35 years' service in the hands of hundreds of Quinn-educated contractors, municipal departments and pipe manufacturers who know from experience that Quinn pipe forms and Quinn mixing formulas combine to produce the finest concrete pipe at lowest cost.

QUINN HEAVY DUTY PIPE FORMS

For making pipe by hand methods by either the wet or semi-dry processes. Built to give more years of service—sizes for pipe from 10" up to 120" and larger—tongue and groove or bell end pipe at lowest cost.

WRITE TODAY. Complete information, prices, and estimates sent on request. Also manufacturers QUINN CONCRETE PIPE MACHINES.

QUINN WIRE & IRON WORKS 1605 12TH ST. BOONE, IOWA

2,431 SALES PROSPECTS

1951 Edition Available Now

Most complete and up-to-date list of 2,431 new industrial plants and plant expansions—proposed and completed—within the 16 Southern and Southwestern states during the last 12 months. Compiled by states and cities.

NEW AND EXPANDING PLANTS is an excellent and valuable sales prospect list for any company that sells to Southern business.

\$1.00 per copy

Send check or money order today for your copies
of the

1951 Edition of NEW AND EXPANDING PLANTS

A Business Service Publication of
MANUFACTURERS RECORD

Baltimore 3, Maryland

OPERATION: "Grass Roots"

Dispersion

**INDUSTRY'S DEFENSE
AGAINST MODERN WAR**

Mississippi offers the answer to today's need for dispersion of America's vital industrial machinery. Here industry will find maximum wartime protection with ample room for expansion in a profitable and growing market.

In addition to this successful combination, the state offers to provide tax-free plant sites and buildings for industries under the exclusive BAWI plan. This plan authorizes political subdivisions to issue bonds to purchase sites and construct buildings for desirable firms seeking new locations.

Here's a typical example: On February 6, 1951, citizens of West Point, Miss., voted 958 to 38 in favor of issuing \$100,000 in bonds for a site and building for the Knickerbocker Manufacturing Co., nationally known manufacturer of Varsity pajamas.

Over 85 Mississippi communities have held successful bond elections to date—proof of their attitude toward new industry. You also can count on ready assistance with your problems from local and state officials and private individuals. For details of Mississippi's industrial progress write for the newest industrial booklet—"Inside Mississippi."

For Specific Information as to How Mississippi's BAWI Plan Can
Provide a Building and Plant Site for Your Industry...
Call or Write

MISSISSIPPI
AGRICULTURAL AND INDUSTRIAL BOARD
State Office Building Jackson, Mississippi

New Orleans Port Records Increase in Export Cargo

The Port of New Orleans showed a considerable increase in the number of export railroad cars unloaded at its wharves in March.

This was revealed by figures released by the Board of Commissioners of the Port. E. H. Lockenberg, port general manager, said the figures were compiled from reports of the Association of American Railroads and are considered as excellent indications of export trade conditions in this country.

Lockenberg referred to a statement made by H. A. Sawyer, president of the Board of Commissioners of the Port. Sawyer pointed out in his speech on April 9 to the Traffic Club of New Orleans:

"For the first three months of 1950 the general cargo across our wharves amounted to 879,317 tons. For the first three months of this year the general cargo across our wharves amounted to 1,049,911 tons, an increase of 20 per cent over last year."

"With this in mind," Lockenberg said, "the increase in the number of export car unloadings is just another indication of the growth of the port."

A better than 3000 car increase was shown over the February figures. A total of 8,742 export carloads were unloaded during March, compared to a February total of 5,427. These statistics do not include grain and coal.

This is also an increase over the figures for March of the preceding year, when the figures totaled 5,140.

New Orleans was again second port of the nation in the number of export railroad cars unloaded at its waterfront during March.

Central of Georgia RR Orders 22 Locomotives, 525 Freight Cars

Orders for diesel locomotives and freight cars, amounting to more than six million dollars, have been placed with manufacturers by the Central of Georgia Railway.

The orders call for 22 diesel locomotives, for delivery in the late spring of 1951, and 525 freight cars, for delivery in the fall.

Central officers say the new freight cars are necessary to help care for the expanded business resulting primarily from the international situation. Likewise, the new motive power will be required to handle the larger volume of business; to improve the service to the public, and to make possible further operational savings for the railway.

Aside from handling defense goods, the new motive power and freight cars are now required to adequately care for the increased carloadings due to more industries on the Central's lines. Since the first of 1944, nearly 900 industrial plants have been located or expanded on the Central of Georgia.

The diesels will be 1500 and 1600 horsepower. Thirteen will be equipped with steam facilities so that they may be used in passenger service. The locomotives will come from the Electro-Motive Division of General Motors and the American Locomotive Works.

The freight equipment consists of 300 fifty-ton steel-sheathed box cars, 200 fifty-ton all-steel flat-bottom gondolas, and 25 seventy-ton covered hopper cars. They will be built by the Pullman Standard Manufacturing Co. and the American Car and Foundry Co.

Pennsalt Names McWhirter Works Manager Southern Plants

The Pennsylvania Salt Mfg. Co., Philadelphia, Pa., has appointed James M. McWhirter works manager of the company's southern plants, it was recently announced by William F. Mitchell, vice-president.

Mr. McWhirter, formerly superintendent at Calvert City, Ky., will be responsible for operations at that plant and at Montgomery, Ala., and Bryan, Tex.

At the same time Mr. Mitchell announced that Ritner W. Tomlinson, formerly superintendent of the company's plant at Cornwells Heights, Pa., has been appointed superintendent at Calvert City, and Herman J. Eichenhofer, formerly assistant superintendent for processes at Wyandotte, has been appointed superintendent at Cornwells Heights.

GARY WELDED GRATING

Send for attractive paper-weight sample, which is yours for the asking. Catalogues upon request.

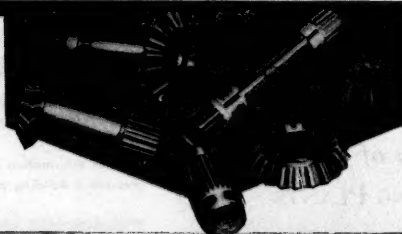
Square edge bars for safe footing.
Hexagonal cross bars for neat appearance.

Gary-Riveted Grating :: Gary Stair Treads
STANDARD STEEL SPRING COMPANY

Open Steel Floor Grating Division
2700 East Fifth Avenue, Gary, Indiana

GEARS: of ALL TYPES and COMBINATIONS and GEAR TOOTH SPECIALITIES from any metals to close tolerances can be produced to specifications of interchangeability.

Simplicity of design, coupled with quality materials and engineering skill produce GEARS and SPROCKETS of accurate machining and rugged durability.



SPROCKETS: of ALL KINDS made to specifications from various metals, including Steels and Alloy Steels, Cast Iron, Bronze, Stainless and Duraluminum.

Our engineers will be glad to know of your special requirements and will submit reliable recommendations designed to increase plant efficiency at worthwhile savings. Let us hear from you.

Established 1883

THE SLAYSMAN COMPANY

Incorporated 1933

Engineers • MANUFACTURERS OF INDUSTRIAL GEARS • Mechanists

801-813 EAST PRATT STREET

BALTIMORE 3, MD.

GREAVES
No. 2-H
MILLING MACHINE
PLAIN OR UNIVERSAL



Simple in design. Easy to operate. Rigid construction including every worthwhile modern feature of milling machine development. With 18 spindle speeds (20 to 1000 R.P.M.) both the universal and plain millers are readily adaptable for heavy duty or light precision production work. Send for bulletin.

SEND FOR
BULLETIN
AND
PRICE
LISTS



Greaves MACHINE TOOL COMPANY
—division of J. A. FAY & EGAN CO.—



2017 EASTERN AVE.
CINCINNATI 2, OHIO

**Immediate Delivery
FROM STOCK**

GREAVES-SILENT BAKELITE GEARS

No waiting when you order Greaves Silent Bakelite Gears. • We have them in stock NOW! • Your order will go forward immediately. • You'll appreciate the silent operation and added smoothness provided by Greaves Silent Bakelite Gears. • You'll marvel at their great strength to carry big power loads... their remarkable ability to successfully operate completely submerged in water. • You'll welcome their low cost. • No metal reinforcements required. • Save Time... Money... Labor!

We also make silent gears of rawhide and Fabrilol.

Write for Circular.



FOR CONCERN
CUTTING THEIR OWN
GEARS, WE CAN
MAKE IMMEDIATE
DELIVERY ON
GEARS SUITED TO
SPECIFIED
DIAMETER AND FACE



Greaves MACHINE TOOL COMPANY
—division of J. A. FAY & EGAN CO.—



2017 EASTERN AVE.
CINCINNATI 2, OHIO

GALVANIZING

Have It done by Philadelphia's OLDEST,
the Country's LARGEST
—HOT DIP JOB GALVANIZER—
—PICKLING AND OILING—
Joseph P. Cattie & Bros., Inc.
Gaul & Letterly Bldg., Philadelphia, Pa.
GALVANIZED PRODUCTS FURNISHED

**FABRICATED LEAD EQUIPMENT FOR THE
CHEMICAL, RAYON, BY-PRODUCT COKE AND
PLATING INDUSTRIES**

Lead lined tanks of every description, lead heating and cooling coils, special lead circulating and storage equipment for sulphuric acid.

SOUTHERN LEAD BURNING CO.

P. O. Box 4627

Atlanta 2, Ga.

Phone Wal. 2578

Ornamental and Industrial

**PERFORATED
METALS**

We carry a large stock for
immediate shipment.
Send for Our Catalogue.

Manhattan Perforated Metal Co., Inc., 43-17 37th St., L. I. City N.Y.

GLAMORGAN
PIPE & FOUNDRY CO.
LYNCHBURG, VA.



"SERVING THE SOUTH"

Storage tanks — Pressure vessels
Welded steel plate construction

BUFFALO TANK CORPORATION

Fairfield Plant — P. O. Box 475
Baltimore, Maryland

**PERFORATED
METALS**

For every purpose, Industrial and Ornamental

Steel, Stainless Steel, Monel Metal, Brass,
Copper, Bronze, Aluminum, Zinc, Lead, Tin
Plate and all other metals or materials
perforated as required, and for all kinds
of screens. Send for new Catalog.

CHARLES MUNDT & SONS
400 Johnston Ave., JERSEY CITY, N. J.

Pine Inspection Bureau Meets, Elects Officers

The eleventh annual meeting of subscribers to the Southern Pine Inspection Bureau was held recently at a luncheon session at the Roosevelt Hotel, New Orleans, La. In the absence of chairman B. A. Mayhew, vice-chairman J. M. Thompson of Broken Bow, Oklahoma presided.

Mr. Thompson called upon A. S. Boisfontaine, secretary-manager, for a brief report of Bureau activities. Mr. Boisfontaine outlined a number of projects in which the Bureau had engaged during the past year in cooperation with the Southern Pine Industry Committee and Southern Pine Association. He stated that the educational program undertaken by the Industry Committee at the behest of the U. S. Corps of Engineers had been implemented by having Bureau inspectors in their visits to the mills emphasize the importance of properly loading cars, including tally cards, and conforming to all of the other provisions of government contracts.

R. P. A. Johnson, chief of the Division of Timber Mechanics, U. S. Forest Products Laboratory, gave an interesting talk entitled "Southern Pine as a Structural Material." Mr. Johnson told about the origin of the idea some twenty to thirty years ago as to what should constitute the correct basis for developing information regarding the inherent strength of the different lumber species, and explained how the lumber industry today is cashing in on the test data developed by the laboratory.

The subscribers in attendance, after caucusing as to their representation on the Board of Governors, nominated and then unanimously elected the following as members of the Board for the next year: B. H. Barnes, Barnes Lumber Corporation, Charlottesville, Virginia; J. K. Barrow, Jr., Barrow Mfg. Company, Ahoskie, N. C.; Brady Belcher, W. E. Belcher Lumber Company, Inc., Centerville, Alabama; Tom DeWeese, A. DeWeese Lumber Company, Inc., Philadelphia, Mississippi; J. K. Herndon, Kirby Lumber Corporation, Houston, Texas; E. C. Johnson, J. A. Bentley Lumber Company, Zimmerman, Louisiana; W. H. McNeal, Argent Lumber Company, Hardeeville, S. C.; B. A. Mayhew, Fordyce Lumber Company, Fordyce, Arkansas; G. B. Saunders, Alexander Bros. Lumber

Company, Columbus, Georgia; C. W. Thomas, Jr., Thomas Lumber & Mfg. Company, Quincy, Florida; J. M. Thompson, Dierks Lumber & Coal Company, Broken Bow, Oklahoma.

The newly elected Board of Governors held a short session following the subscribers, meeting for the purpose of electing officers and transacting other annual meeting business. B. A. Mayhew of Fordyce, Arkansas, was re-elected as Chairman, and J. M. Thompson of Broken Bow, Oklahoma, Vice-Chairman. A. S. Boisfontaine was reappointed secretary-manager and treasurer, and Charles E. Dunbar, Jr., general counsel.

Brown-Forman Announces Three Executive Promotions

Brown-Forman Distillers Corporation, Louisville, Ky., has recently announced the promotion of John B. Copenhefer to assistant vice president of the 81-year old, independent Kentucky distillery, and the election of two other members of the administrative staff to the rank of officers.

Earl A. Dorsey was named assistant secretary, succeeding Mr. Copenhefer in that post. At the same time, Marion M. Johnson was named assistant treasurer. All three elections, made from within the company's ranks in line with its policy of filling top posts from within the organization wherever possible, are part of the distillery's expansion program.

NEW PLANTS

(Continued from page 12)

HAMPTON—F. H. Carroll has NPA approval for dry-cleaning plant, \$7,450.

LYNCHBURG—Lynchburg Steam Bakery, bakery.

NEWPORT NEWS—Noland Co., Inc., has NPA approval for storage-alterations, \$32,325.

NORFOLK—Cavalier Motor Co. has NPA approval for combination showroom, service station and office, \$14,700.

NORFOLK—E. P. Seay has NPA approval for garage, \$10,000.

NORFOLK—The Texas Co., Granby St. & Olney Rd., has NPA approval for gas station, \$22,000.

RICHMOND—Ford Motor Co., roofing for parts depot and guard house.

SALTVILLE—Mathieson Hydrocarbon Chemical Co., Baltimore, Md., approved sale of chlorine plant now being erected to Mathieson Chemical Corp.

SANDSTON—James C. Terrell has NPA approval for service station, \$14,500.

WEST NORFOLK—Virginia Smelting Co. plans expansion of its facilities for producing zinc powder and chlorine gas, \$1,265,485.

WEST VIRGINIA

BLUEFIELD—The Texas Co. has NPA approval for service station, \$17,500.

CAMERON—E. G. Rees, Cameron Motor Service, has NPA approval for service garage, \$30,500.

HUNTINGTON—U. S. Atomic Energy Commission will construct a plant on a 12-acre site adjacent to present International Nickel Co. plant.

MORRISVILLE—C. J. Barbee has NPA approval for new service station, \$21,500.

FARKERSBURG—Libbey - Owens - Ford Glass Co., Toledo, Ohio, alterations to glass plant.

RALEIGH—M. M. Peacock has NPA approval for new service station, \$20,600.

WHITE SULPHUR SPRINGS—White Sulphur Springs Chamber of Commerce offered to raise \$50,000 to aid in expansion of Burlington Mills Ribbon plant.

FACTORY SITE

100 Acres

One mile frontage on Southern R. R. two miles east of Augusta, Ga. in Aiken County, South Carolina. Water plentiful. Roads convenient.

For Details Contact

R. O. BARTON
SOUTHERN FINANCE CORPORATION
AUGUSTA, GEORGIA

FACTORY LOCATORS

Let us secure for you a good location for your plant.

Write:

No. 9781, c/o MANUFACTURERS RECORD
Baltimore 3, Maryland

For Sale or Lease

THREE STORY BRICK BUILDING

50' x 50', with full-sized basement. Located in the town of Pontotoc, Mississippi. Could be easily adapted to a small factory or distribution center. Plenty of labor. Write:

W. L. Wilson, Pontotoc, Mississippi

WANTED

Large engineering firm wishes to acquire several complete plants through purchase of (1) capital stock, (2) assets, (3) machinery and equipment, whole or in part. Personnel retained where possible, strictest confidence. Box 1216, 1474 Broadway, New York 18, N. Y.

SEVERAL simple, efficient, patented articles. Prints or models yours for asking.

DR. D. D. ROBERTS

1104 S. Patterson, Valdosta, Ga.

Patent Attorneys

EATON & BELL
PATENT ATTORNEYS

804 Johnston Bldg., Charlotte, N. C.
753 Munsey Building, Washington, D. C.

Inventions for Sale

MANUFACTURERS—Write for our FREE Classification Sheet of Inventions for Sale, covering 135 main subjects, and in one or more of which you will doubtless be interested. ADAM FISHER CO., 578 Enright, St. Louis, Mo.

Lease and Drilling Blocks

FOR SALE: Oil and Gas Leases adjoining producing leases, also wildcat leases. Drilling propositions and small producing properties: all in shallow territory. W. P. Harley, Bowling Green, Ky.

Business Opportunities

Wanted purchaser for sixty-six year old business. Owner desires to retire. Only applicants who mean business need apply. Address "Well drilling Opportunity," c/o Manufacturers Record, Baltimore 3, Md.

One of the best manufacturing sites in the South, 234 acres of land, Norfolk & Western Railway, over two millions of gallons of pure cold soft water each twenty-four hours. For particulars write

A. B. Cover, (owner)
Elkton, Virginia

SAUEREISEN ACID PROOF CEMENTS



Let us help you with your acid-proofing problems

Send sketches and blueprints
Write for new catalog.

Sauereisen Cements Co. Pittsburgh 15, Pa.



**NEW and REBUILT
MOTORS
GENERATORS
TRANSFORMERS
1 to 1500 H.P.
ELECTRIC EQUIPMENT CO.
ROCHESTER 1, NEW YORK**

Yates 2 A Flooring Machine
Moulder Rawley & Hermance 8"—4 side
Jointer 12" R.H. Root
Band Saw 42" Atlantic
MALLORY MACHINERY CO.
525 W. Conway St., Baltimore 30, Md.

BOILER for sale

484 HP. Springfield, straight tube, cross drum, built 1930 for 250# pressure, excellent, attractively priced.

STEPHEN A. DOUGLASS CO.
430 Ft. Washington Ave., New York 33, N. Y.

FIRE PUMP

Underwriters fire pump
18 x 10 x 12 1000 G. P. M.
MALLORY MACHINERY CO.
525 W. Conway St., Baltimore 30, Md.

FOR SALE

Several heavy duty, reconditioned dryers, sizes 7' x 60", 6 1/4' x 60", 5 1/4' x 35", 5' x 40".
Also a number of kilns, 6 1/4' x 65", 5' x 50" and 4 1/4' x 40" and 8' x 100". Raymond mills, jaw crushers, ball and tube mills.
W. P. HEINERKEN
50 Broad Street, New York

BOILER FOR SALE

104 HP Lucey, 250 lbs. pressure completely equipped for #6 oil.
HAFLEIGH & COMPANY
Buchanan, Va.

3—500 HP B&W Sectional Header Boilers
134,000—100,000—50,000 Gal. T. & Towers
10,000—15,000—18,000 Gal. Steel Tanks
30 Ten Sids. Ga. American Loco. Crane
675, 312, 208, 125 KVA Eng. Gen. Sets
2—125, 200—300 KW Diesel Eng. Sets
250 HP Sq. C. & 200 HP Slip Rg. Motors
M. & P., 6719 Etzel, St. Louis 14, Mo.

BOILER

261 H.P. Farrar & Trefts 1943—125#, series 500 with Detroit Stoker.
MALLORY MACHINERY CO.
525 W. Conway St., Baltimore 30, Md.

COMPRESSORS—VACUUM PUMPS

NEW & REBUILT
Stationary—Portable
Save 40% to 60%
Sale—Rental—Rental Purchase
AMERICAN AIR COMPRESSOR CORP.
4704 Bell Ave., North Bergen, N. J.



TRANSFORMERS



BOUGHT AND SOLD

We carry a large stock of transformers, and invite your inquiries.

PIONEER TRANSFORMER REBUILDERS

We rewind, repair and redesign all makes and sizes. One Year Guarantee.

THE ELECTRIC SERVICE CO., INC.

"AMERICA'S USED TRANSFORMER CLEARING HOUSE"
SINCE 1912 CINCINNATI 27, OHIO

AIR COMPRESSORS:

Elec.: 1300, 1575, 2200, 3175 & 3700 Ft. Bld.: 528, 676, 870, 1000 & 1300 Ft. Diesel: 500, 696, 890, 1000 & 1575 Ft.

R. E. EQUIPMENT:

5—Diesel Locos., 10, 30, 45, 65, 80, 100 & 120 Ton.
17—Gas Locos., 4, 8, 16, 20 & 30 Ton.
125—8,000 & 10,000 Gal. Cap. Tank Cars.
95—50 Ton & 40 Ton Flat Cars.
226—Box & Gondolas, 40 & 50 Ton.
25 & 35 Ton Diesel Loco. Cranes.

STEEL STORAGE TANKS:

29—10,000, 15,000, 20,000 & 25,000 Gal.
7—5,000, 55,000 & 80,000 Bbl. Cap.
40—10,000 Gal. 60 lb. test pressure.

STEEL SHEET PILING:

1500 Ton Beth. ZP38-27 & 50 Ft.
540 Tons Beth. DP2, 20, 26, 60 Ft.

R. C. STANHOPE, INC.
40 E. 42nd St., New York 17, N. Y.

MACHINERY & EQUIPMENT

NEW & USED

"ONE OF THE COUNTRY'S LARGEST STOCKS"

- Machine Tools
- Hydraulic Equipment
- Metal Working Equipment
- Moulding Equipment
- Engraving Machinery

AARON MACHINERY COMPANY INC.
48 Crosby St., New York 12, N. Y.
WORTH 4-8233

EST. 1904

DAVIDSON PIPE COMPANY INC.

FORMERLY ALBERT & DAVIDSON PIPE CORP.
ONE OF THE LARGEST STOCKS IN THE EAST

Seamless and Welded 1/4" to 26" O.D.

All wall thickness Manufactured.

Specialty large sizes.

Cutting — Threading — Flanging —

Fittings — Valves.

Call GEDNEY 9-6300

4th St. & 2nd Ave., N.Y. 17, N. Y.

WE BUY MACHINE TOOLS METAL-WORKING MACHINERY

POWER PLANT EQUIPMENT

Good equipment is needed now for domestic work. Send us today your list of idle equipment. Highest prices paid.

Entire plants or shops wanted.

Contact us whenever you buy or sell machinery.

Everything from a Pulley to a Powerhouse

THE O'BRIEN MACHINERY CO.

1537 N. DELAWARE AVE., PHILADELPHIA, PA.
Bell Phone: GA 4-1150

ELECTRIC MOTORS & GENERATORS

— New & Rebuilt —
AC & DC — Up to 500 H.P.
Large Stock — Full Guarantee
Immediate Shipment
Reduced Prices — Backed By
43 Years of Fair Dealing

ARTHUR WAGNER CO.

Randolph & Ogden—Chicago 7, Ill.

DIESEL GENERATOR

Consolidated Model DC-615H, 220 volt, 3 phase, 50 cycle, 18 1/2 KVA, complete with starting equipment, 500 gal. fuel tank. New, export boxed. \$2,300.00.

DIAMOND ELECTRIC CO.

928 Jefferson Avenue
Rochester 11, N. Y. Genesee 6117

Call—Wire—Or Mail Your Offerings To Us Today—We Are The

BEST MARKET

FOR YOUR EXCESS INVENTORIES OF

ALUMINUM & STAINLESS STEEL
SHEETS, BARS, RODS, ANGLES, TUBES AND COILS

CONTINENTAL IRON & METAL CO.
OSTEND & RIDGELY STREETS BALTIMORE 30, MARYLAND



Ford, Bacon & Davis Engineers

CONSTRUCTION
MANAGEMENT

NEW YORK

APPRAISALS
REPORTS

PHILADELPHIA : CHICAGO : LOS ANGELES

Investigations
and
Reports



Appraisals
Management

DESIGN • ENGINEERS • CONSTRUCTION
Industrials, Public Utilities, Process Plants
ENGINEERING CONSULTANTS

DAY & ZIMMERMANN, INC.
PHILADELPHIA

NEW YORK

CHICAGO

RUMMEL, KLEPPER & KAHL ENGINEERS

DESIGN—INVESTIGATIONS—REPORTS

Industrial Plant Development
Water Treatment and Waste Disposal Plants
Bulk Material Plants and Machinery Layout
Railroad and Trucking Facilities

1021 North Calvert Street

Baltimore 2, Maryland

GANNETT-FLEMING-CORDDRY & CARPENTER, INC. ENGINEERS

Water works, Sewage, Traffic Studies, Roads, Bridges,
Airports, Flood Control, Appraisals, Investigations, Reports.
PITTSBURGH, PA. DAYTONA BEACH, FLA.

HARRISBURG, PA.

WILEY & WILSON CONSULTING ENGINEERS

Steam and Electric Distribution, Power Plants, Municipal Planning, Water Supply,
Sewage, Sewage and Water Treatment, Incinerators, Streets and Pavements, and
Airports, Industrial Plants.

Main Office
905 Peoples Bank Bldg.
Lynchburg, Virginia

Branch Office
517 American Bldg.
Richmond, Virginia

WOOTEN & WOOTEN

ENGINEERS & ARCHITECTS

INDUSTRIAL BUILDINGS — WAREHOUSES — STEAM PLANTS
AIRFIELDS — WATER & SEWAGE WORKS
213-217 LATTA ARCADE
CHARLOTTE, N. C.

HARDAWAY CONTRACTING COMPANY

Engineers Contractors
Water Power Development, Bridges
COLUMBUS, GEORGIA

Harrington & Cortelyou

Consulting Engineers

Frank M. Cortelyou
E. M. Newman
Mobile and Fixed Bridges of All Types,
Foundations, and Related Structures.
1904 Baltimore Kansas City 8, Mo.

Wiedeman and Singleton
Consulting Engineers
WATER WORKS, SEWERS, SEWAGE
DISPOSAL, APPRAISALS, VALUA-
TIONS, REPORTS
1303 Citizens & Southern National
Bank Building
ATLANTA, GA.

SYDNOR PUMP & WELL CO., INC.

ESTABLISHED 1889

We specialize in Water Supply and in Pumping Equipment
1305 BROOK ROAD, RICHMOND 22, VA.

Watson and Hart

Consultants for Civil, Electrical, Mechan-
ical and Textile Engineering Problems.
GREENSBORO NORTH CAROLINA

FROEHLING & ROBERTSON, INC.

Inspection Engineers and Chemists

RICHMOND



VIRGINIA

Algernon Blair

Contractor

MONTGOMERY, ALA.

ROBERT AND COMPANY ASSOCIATES

Architects and Engineers

ATLANTA

DESIGN • MODERNIZATION STUDIES • APPRAISALS
MACHINERY LAYOUTS • AIR CONDITIONING
POWER PLANTS

FREDERICK SNARE CORPORATION

Engineers—Contractors

HARBOR WORKS • BRIDGES • POWER PLANTS •
DAMS • DOCKS AND TERMINALS.

DIFFICULT AND UNUSUAL FOUNDATIONS A SPECIALTY.

233 BROADWAY, NEW YORK CITY 7
1400 SOUTH PENN SQUARE, PHILADELPHIA

HAVANA, CUBA; LIMA, PERU; BOGOTA, COLOMBIA; CARACAS,
VENEZUELA; SAN JUAN, PUERTO RICO; GUAYAQUIL, ECUADOR.

HOOSIER ENGINEERING COMPANY

Erectors of Transmission Lines

1384 HOLLY AVE., COLUMBUS, OHIO

327 S. La Salle St.
CHICAGO, ILLINOIS

136 LIBERTY ST.
New York

VIRGINIA ENGINEERING COMPANY, INC.

Government — INDUSTRIAL — Municipal
GENERAL CONTRACTORS
NEWPORT NEWS, VIRGINIA

ASSOCIATED INDUSTRIAL ENGINEERS

Ben W. Hopkins CONSULTANTS W. Terry Field
INVESTIGATIONS DESIGN REPORTS APPRAISALS
CONSTRUCTION & PRODUCTION CONTROL
COMMERCIAL — INDUSTRIAL — MUNICIPAL
SALINGER BLDG., SUITE 214
NORTH LITTLE ROCK, ARK.



CROUT, SNYDER & CRANDALL

Consulting Structural Engineers

20 E. LEXINGTON ST., BALTIMORE 2, MD.
MULBERRY 8500

POLK, POWELL & HENDON

Engineers — Consultants

Harry H. Hendon — Hugh A. Powell

Water Systems, Sewers and Sewage Treatment Plants, Steam and
Hydro Plants, dams, drainage, industrial buildings, municipal plan-
ning reports, plans, estimates and construction supervision.
620 CHAMBER OF COMMERCE BLDG. BIRMINGHAM 3, ALA.

APPRAISERS

So. Ky. Middle Tenn. N. Ala.
Est. 1916—Realtors
Discoe GRIFFITH Company
214 Union, Nashville 3, Tenn.

Hunting, Larsen & Dannels

Engineers
Industrial Plants—Warehouses
Commercial Buildings—Steel and
Reinforced Concrete—Design and
Supervision—Reports
1180 Century Bldg., Pittsburgh 22, Pa.

WHITMAN, REQUARDT AND ASSOCIATES

ENGINEERS — CONSULTANTS
Civil — Sanitary — Structural
Mechanical — Electrical
Reports, Plans, Supervision, Appraisals
1304 St. Paul St., Baltimore 2, Md.

Batson-Cook Company

Incorporated
General Contractors
WEST POINT, GA.

SANDERSON & PORTER

ENGINEERS AND
CONSTRUCTORS



THE BRADY CONVEYORS CORPORATION

Conveyors

STEAM • PNEUMATIC
HYDRAULIC • MECHANICAL

20 West Jackson Boulevard

Chicago 4, Illinois

POWER PLANTS—WATER WORKS

Contractors

BURFORD, HALL & SMITH

140 Edgewood Ave., N. E.

Atlanta, Georgia

Bristol Steel & Iron Works, Inc.

DESIGNERS — FABRICATORS — ERECTORS

STRUCTURAL STEEL



For Buildings, Bridges and All Industrial Purposes

BRISTOL, VIRGINIA-TENNESSEE

Capacity: 1500 to 2000 tons per month.

There are still a limited number of copies of THE 1951 BLUE BOOK OF SOUTHERN PROGRESS available. If you have not ordered your copy, do so at once. Price \$3.00 per copy. Write

MANUFACTURERS RECORD

Baltimore 3, Md.

THE BELMONT IRON WORKS

Engineers-Fabricators-Erectors-Contractors-Exporters

STRUCTURAL STEEL

BUILDINGS & BRIDGES

RIVETED — ARC WELDED

SHOPS: PHILADELPHIA — EDDYSTONE — ROYERSFORD

Cable Address — Beliron



Main Office—Philadelphia 46, Pa.

New York Office—44 Whitehall St., N. Y. 4, N. Y.

EPPINGER AND RUSSELL CO.

Wood Preservers Since 1878

80 EIGHTH AVE., NEW YORK 11, N. Y.

Pressure Treated

— STRUCTURAL LUMBER —

POLES • CROSS ARMS • PILING • TIES
POSTS • BRIDGE AND DOCK TIMBERS

Treating Plants

Jacksonville, Fla.

• Edgington, Pa.

• Norfolk, Va.

DREDGING

FILLING,

LAND RECLAMATION,

CANALS,

PORT WORKS

RIVER AND HARBOR IMPROVEMENTS

DEEP WATERWAYS & SHIP CHANNELS

We are especially equipped to execute all kinds of dredging, reclamation and port works in Southern waters.

Correspondence invited from corporate and private interests everywhere.

Contractors to the Federal Government

ATLANTIC GULF AND PACIFIC CO.

15 PARK ROW, NEW YORK 7, N. Y.

CITIZENS STATE BANK BLDG.

HOUSTON 2, TEXAS



TO GET THE TRUE FINANCIAL PICTURE

O riginal cost is past tense
— Replacement cost is present tense. A "Replacement Reserve" established and maintained by appraisal provides control on both bases.

The AMERICAN APPRAISAL

Company

Over Fifty Years of Service

OFFICES IN PRINCIPAL CITIES

INDEX FOR BUYERS

Page Numbers Indicate Where Products Can Be Found

Airlines	58	Flooring (Steel)	67	Railroads	8, 13, 23
Appraisals	64, 65	Galvanizing	12, 61	Roofing	28
Architects	64	Gears	61	Screens	61
Banks and Bankers	19, 20	Grating (Steel)	60	Sheets (Steel, Galvanized) 14, 24, 29, 54, 66	
Belt Lacing	67	Hotels	57	Shipbuilding	52
Bridges	12, 22, 65	Lead Installations	61	Sites (Industrial) 3, 6, 8, 13, 15, 23, 59	
Boxes (Paper)	67	Locomotives	18	Stampings (Metal)	2
Buildings (Steel)	10, 55	Lumber (Creosoted)	65, 67	Steel Fabricating	12, 22, 65
Business Consultants	17	Lumber (Salt-Treated)	53, 67	Steel (Galvanized)	54, 69
Cements (Industrial)	62	Machinery (New and Second- Hand)	63	Steel Plate Work	22
Chemists	64	Metals (Non-Ferrous)	56	Steel Products	24, 29, 30, 54, 69
Coal	11	Milling Machines	61	Steel (Stainless)	24, 30, 66
Containers (Paper)	67	Perforated Metals	61	Structural Steel 12, 22, 24, 29, 65, 66, 69	
Contractors	64, 65	Piling, Poles, etc. (Creosoted)	65, 67	Tanks and Towers	4, 59, 61
Constructors	7, 17, 65	Pipe (Cast Iron)	61	Telephone Service	51
Conveyors	65	Pipe Forms	59	Temperature Control	57
Doors (Rolling Steel)	5, 70	Power Plants	65	Treads (Stair)	60
Dredging Contractors	64, 65	Professional Directory	64, 65	Tubing (Steel)	14, 54, 66
Engineers	7, 17, 64, 65	Pumps	21	Water Supply	21, 65
Engines	57				

STEEL

In Stock—Prompt Delivery

Some steel products are in short supply but our over-all stocks are still large and diversified.

PRINCIPAL PRODUCTS

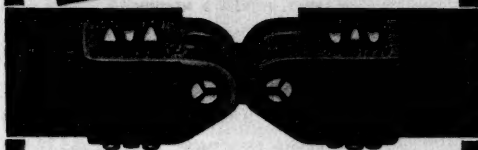
BARs—Carbon & alloy, hot rolled & cold fin., reinforcing
STRUCTURALS—I beams, H beams, channels, angles
PLATES—Sheared & U. M. Island 4-Way Floor Plate
SHEETS—Many types

TUBING—Seamless & welded mechanical & boiler tubes
STAINLESS—Allegheny sheets, plates, bars, tubes, etc.
RABBIT—bearing metal
MACHINERY & TOOLS—for metal fabrication

RYERSON

For a single piece or a carload, call our nearest plant. Joseph T. Ryerson & Son, Inc. Plants: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles, San Francisco

ALLIGATOR V-BELT FASTENERS



● Alligator V-Belt Fasteners and open-end (long length) V-belt in rolls will enable you to make up multiple V-belt drives for a wide variety of applications.

Available for B, C and D sizes of V-belt. Not to be used for repairing endless cord V-belts. Bulletin V-211 will give you complete details. A copy mailed on request.

Order from your supply house

FLEXIBLE STEEL LACING COMPANY
4690 Lexington St., Chicago 44, Illinois

Also sole manufacturers of Alligator Steel Belt Lacing for flat conveyor and transmission belts and FLEXCO Belt Fasteners and Rip Plates for fastening and repairing conveyor belts.

Packaging is important for protection—

What your package gives your product.



Your product deserves a better package—for protection

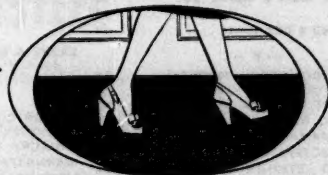


Plants
Throughout
the South

Box Company, Inc.
Charlotte, North Carolina

Decay and Termites Proof—Can Be Painted
Boards for Ocean Vessels

THE SAFE OPEN STEEL FLOORING IS **TRI-LOK**



No object over $\frac{1}{2}$ square inch can pass through super-safe U-Type Tri-Lok Flooring. It is unsurpassed for plant installation, walkways, loading platforms. Maximum strength, air and light with minimum weight. Efficient distribution of concentrated loads. Write for Bulletin NJ 1103.

The Tri-Lok Company is also equipped to furnish riveted and Tri-Forge welded open steel flooring. Tri-Lok can be furnished in a variety of metals, including aluminum alloy, stainless steel, etc.

DRAVO CORPORATION

National Distributor for the Tri-Lok Company

Dravo Building, Pittsburgh 22, Pennsylvania
Sales Representatives in Principal Cities



INDEX TO ADVERTISERS

— A —			FORD, BACON & DAVIS, INC. 64			OLD DOMINION BOX CO. 67		
AARON MACHINERY CO., INC. 63	Agency—Diener & Doraskind, Inc.		Agency—Victor A. Smith			Agency—Howard-Wesson Co.		
AFFILIATED NATIONAL HOTELS 57	Agency—Alert Advertising Agency		PROEHLING & ROBERTSON 64			OLES ENVELOPE CO. —		
ALABAMA POWER CO. 3, 6	Agency—Sparrow Advertising Agency		— G —			O'NEAL STEEL WORKS —		
ALLIED STEEL PRODUCTS CORPORATION .. 10	Agency—Advertising Engineers		GANNETT-FLEMING-CORDRY & CARPENTER, INC. 64			— P —		
AMERICAN AIR COMPRESSOR CORP. 63	Agency—Klau-Van Pietersom-Dunlap Assoc.		GENERAL COAL CO. —			PIEDMONT AIRLINES 58		
AMERICAN APPRAISAL COMPANY 65	Agency—Batten, Barton, Durstine & Osborn		GEORGIA POWER CO. 3			POLK, POWELL & HENDON 64		
AMERICAN BRIDGE COMPANY 52	Agency—Fuller & Smith & Ross		GLAMORGAN PIPE FOUNDRY COMPANY .. 61			— Q —		
AMERICAN CRESOTE WORKS 67	Agency—Lowe & Stevens, Inc.		GREAVES MACHINE TOOL CO. 61			QUINN WIRE & IRON WORKS 59		
AMERICAN LUMBER & TREATING CO. 53			GREENPOINT IRON AND PIPE COMPANY .. 63			Agency—Leasing Advertising Co.		
AMERICAN TELEPHONE & TELEGRAPH CO. 51			GRIFFITH CO., BISCOE 64			— R —		
ARMCO DRAINAGE & METAL PRODUCTS .. 55			GULF POWER CO. 3			REPUBLIC STEEL CORP. 30		
ARUNDEL CORP. —			— H —			Agency—Meldrum & Fewsmith, Inc.		
ASSOCIATED INDUSTRIAL ENGINEERS 64			HARLEIGH & CO. 63			RESALE DEPARTMENT 63		
ATLANTIC CRESOTING COMPANY, INC. 67			H & P MACHINERY COMPANY 63			ROBERT AND COMPANY ASSOCIATES 64		
ATLANTIC GULF & PACIFIC COMPANY 65			HARDWAY CONTRACTING COMPANY .. 64			Agency—Liller, Neal & Battle		
ATLANTIC STEEL COMPANY 69			HARLEY, W. P. 62			ROBERTS, DR. D. D. 62		
Agency—Lowe & Stevens, Inc.			HARRINGTON & CORTEYOU 64			RUBEROID COMPANY —		
— B —			HARTE CO., JOHN J. 7			Agency—Fuller & Smith & Ross		
BARRETT DIVISION—ALLIED CHEMICAL & DYE CORP. 28	Agency—McCann-Erickson, Inc.		HEINEREN, W. P. 63			RUMMEL, KLEPPER & KAHL 64		
BATSON-COOK COMPANY 64			HEINRICH MFG. CO. —			RYERSON & SON, INC., J. T. 66		
BELMONT IRON WORKS 65			HILL-CHASE STEEL CO. 54			Agency—Aubrey, Moore & Wallace		
BETHLEHEM STEEL CO. 29	Agency—Benton & Bowles, Inc.		Agency—W. H. Watt Advertising Agency			— S —		
BITUMINOUS COAL INSTITUTE 11			HOOSIER ENGINEERING COMPANY 64			SANDERSON & PORTER 64		
BLAIR, ALGERNON 64	Agency—Gordon A. Pihl & Associates		HPL MANUFACTURING CO. 2			Agency—Calkins & Holden		
BORDEN METAL PRODUCTS CO. 62	Agency—Diener & Doraskind, Inc.		Agency—Howe Advertising			SAUERBEIS CEMENTS CO. 62		
BOX 1216 62			HUNTING, LARSEN & DUNNELLS 64			Agency—William Cohen Advertising Agency		
BRADY CONVEYORS CORP. 65			— I —			SEABOARD AIR LINE RAILROAD COMPANY 8		
BRISTOL STEEL & IRON WORKS, INC. 65			INDUSTRIAL PROPERTIES CORP. 12			Agency—The Caples Co.		
BUFFALO TANK CORPORATION 61			Agency—J. P. Dewey			SLATSMAN COMPANY 60		
BURFORD, HALL & SMITH 65			INGALLS INDUSTRIES —			Agency—Frank D. Webb		
— C —			INTERNATIONAL BUSINESS MACHINES —			SMITH CO., M. Y. —		
CATTIE & BROTHERS, JOSEPH P. 61	Agency—Russell T. Gray, Inc.		Agency—Ceell & Presbrey, Inc.			SNARE CORPORATION, FREDERICK 64		
CHICAGO BRIDGE & IRON COMPANY 4	Agency—Burton E. Wyatt & Company		INTERNATIONAL MIN. & CHEM. CORP. —			SOUTHERN AIRWAYS —		
COLE MANUFACTURING COMPANY, R. D. —	Agency—Shaffer-Brennan-Margulis Advtg. Co.		Agency—C. Franklin Brown, Inc.			Agency—Hugh A. Deadwyler		
COMMERCIAL ENVELOPE CO. 62			— J —			SOUTHERN CO. 3		
CONTINENTAL IRON & METAL CO. 62			JEFFREY MFG. CO. —			SOUTHERN FINANCE CORP. 62		
COVER, A. B. 62			Agency—Byer & Bowman			SOUTHERN LEAD BURNING CO. 61		
CROUT, SNYDER & CRANDALL 64			— K —			SOUTHERN NATURAL GAS COMPANY —		
— D —			KERRIGAN IRON WORKS, INC. —			SOUTHERN RAILWAY SYSTEM 13		
DAVENPORT LOCOMOTIVE WORKS 18	Agency—Fred A. Hinrichsen		Agency—C. P. Clark, Inc.			Agency—Newell-Emmett Company		
DAVIDSON PIPE CO., INC. 63			KINNEAR MFG. CO. 5			STANDARD STEEL SPRING COMPANY 60		
DAVIS & SON, G. M. 59			Agency—Wheeler, Kight & Galney, Inc.			STANHOPE, INC., R. C. 63		
DAY & ZIMMERMANN, INC. 64			— L —			STONE & WEBSTER ENGINEERING CORP. .. —		
DIAMOND ELECTRIC CO. 63			LAYNE & BOWLER, INC. 21			Agency—Harold Cabot & Company		
DOUGLASS CO., STEPHEN A. 63			Agency—Raymond Powell			STYDOR PUMP & WELL COMPANY, INC. .. 64		
DOUGLASS CO., STEPHEN A. 63			— M —			— T —		
DRAYO CORP. 67	Agency—Ketchum, McLeod & Grove		MAHON COMPANY, R. C. 70			TENNESSEE COAL, IRON & R. R. CO. 24		
Agency—Ketchum, McLeod & Grove			Agency—Anderson, Inc.			Agency—Batten, Barton, Durstine & Osborn		
— E —			MALLORY MACHINERY CO. 63			— U —		
EATON & BELL 62			MANHATTAN PERFORATED METAL CO. 61			UNION TRUST COMPANY OF MARYLAND .. —		
EBASCO SERVICES, INC. 17	Agency—Albert Frank-Guenther Law		MERCOLD CORPORATION 57			UNITED GAS PIPE LINE COMPANY —		
ELECTRIC EQUIPMENT CO. 63	Agency—Charles L. Rumrill Co.		MIAMI, FLORIDA 15			Agency—Bozell & Jacobs, Inc.		
ELECTRIC SERVICE COMPANY 63	Agency—S. C. Baer Co.		Agency—Bevis & Tyler			U. S. PIPE & FOUNDRY COMPANY —		
EPFINGER AND RUSSELL COMPANY 65			MISSISSIPPI AGRICULTURAL & INDUSTRIAL BOARD 59			Agency—H. B. Humphrey, Alley & Richards, Inc.		
EQUITABLE SECURITIES CORPORATION .. 19, 20	Agency—Robert G. Fields & Co.		Agency—Dixie Advertisers			U. S. STEEL CORP. SUBSIDIARIES .. 22, 24, 52		
Agency—Robert G. Fields & Co.			MISSISSIPPI POWER CO. 3			Agency—Batten, Barton, Durstine & Osborn		
— F —			MISSOURI PACIFIC LINES —			— V —		
FISHER COMPANY, ADAM 62	Agency—Shaffer-Brennan-Margulis Advtg. Co.		Agency—D'Arcy Advertising Co.			VIENER & SONS, HYMAN 56		
FLEXIBLE STEEL LACING CO. 67			MUNDT & SONS, CHARLES 61			VIRGINIA BRIDGE COMPANY 22		
FLEXIBLE TUBING CORP. —			— N —			VIRGINIA ENGINEERING COMPANY, INC. .. 64		
Agency—McNevin-Wilson-Dalldorf, Inc.			NASHVILLE BRIDGE CO. 12			— W —		
— G —			NEWPORT NEWS SHIPBLDG. & D. D. CO. .. —			WAGNER COMPANY, ARTHUR 63		
			NORFOLK & WESTERN RAILWAY CO. 23			WATSON & HART 64		
			Agency—Houck & Co.			WELL DRILLING OPPORTUNITY 62		
			— O —			WHITMAN, REQUARDT & ASSOCIATES .. 64		
			NORTH CAROLINA GRANITE CORP. —			WIDEMAN & SINGLETON, INC. 64		
			Agency—Houck & Co.			WILEY & WILSON 64		
			NO. 9781 62			WILSON, W. L. 62		
			O'BRIEN MACHINERY CO. 63			WISCONSIN MOTOR CORPORATION 57		
						Agency—Paulson-Gerlach & Associates		
						WOOTEN & WOOTEN 64		
						— Y —		
						YOUNGSTOWN SHEET & TUBE COMPANY.. 14		
						Agency—Griswold-Eahleman Co.		



The extra ingredient in DIXISTEEL

It is true that all steel is made from the same basic materials and produced to established specifications.

But into every ton of DIXISTEEL is added an extra ingredient.

It is *pride*.

Pride on the part of more than 2,000 members of the DIXISTEEL family—men and women whose loyalty, skill and devotion have played a vital role in the growth, development and progress of Atlantic Steel Company and the South during the past half century.

On this, our Golden Anniversary year, we salute them—from the newest to J. T. Watkins, a veteran of 47 years. For they have made possible the steel and steel products you buy with confidence—DIXISTEEL.



ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

PRODUCERS OF FINE-QUALITY LOW-CARBON STEEL PRODUCTS, INCLUDING: HOT ROLLED BARS, SHAPES AND STRIP—DRAWN WIRE—NAILS, RIVETS, STAPLES—FENCE AND BARBED WIRE—FORGINGS AND STAMPINGS.

Rolling Steel DOORS

Manually, Mechanically, or Power Operated

For railroad openings, truck openings, or any vehicle opening which is subject to frequent use, a good rolling steel door is the logical answer . . . they provide maximum protection against intrusion and fire . . . they occupy no usable space inside or outside the door opening . . . their quick opening, quick closing vertical action, with push-button control, saves time, and, their all-metal construction assures a life-time of continuous trouble-free service. Before you buy, check the specifications of Mahon Rolling Steel Doors . . . note the materials used, type of bearings, oven-baked protective coating applied to curtain slats prior to roll-forming, and other provisions for long life. You may find complete information on Mahon Rolling Steel Doors, including specifications, in Sweet's Files. If you do not have access to Sweet's, write for Catalog G-50.

THE R. C. MAHON COMPANY

Detroit 34, Michigan • Chicago 4, Illinois • Representative in Principal Cities

Manufacturers of Rolling Steel Doors, Grilles, and Automatic Closing Underwriters' Labeled Rolling Steel Doors and Fire Shutters; Insulated Metal Walls, Steel Deck for Roofs, Partitions, and Permanent Concrete Floor Forms.



MAHON
CHAIN-GEAR
OPERATOR

MAHON STANDARD
POWER OPERATOR 920-P

ROLLING STEEL DOORS, SHUTTERS AND GRILLES TO MEET EVERY REQUIREMENT

Typical installation of Mahon Power Operated Rolling Steel Doors in a Double Railroad Opening and a Truck Opening in a Modern Industrial Plant.

MAHON